

America's Money-Saving Style Catalog

NATIONAL BELLAS HESS

NEW YORK 18, N. Y.

WE PAY POSTAGE
ON CASH ORDERS OF \$5.00 OR MORE

KANSAS CITY 9, MISSOURI

C.O.D. SERVICE
SEND NO MONEY... SEE PAGE 196

Fall
AND
Winter
1947 - 48

Descriptions
on Page 3



A

Hat
\$2.69



B

Coats
\$14.98
and
\$18.98

Hat
\$2.98



SMARTLY TAILORED ENSEMBLES

RICH ALL WOOL CLASSICS

Covert **1898** Shetland-type **1498**
Coat or Suit EA. Coat or Suit EA.

Here's wonderful classic styling in values to sing about. Smart 3-button man-tailored jacket has flap pockets; center-seamed back. Rayon-lined. Skirt is pleated front and back; zip closing. Three-button single-breasted coat has closed pleat in back, mannish stitching at the shoulders and flap pockets. Welt seams down sleeves and back. Arm slings. Fully Rayon-lined and interlined. Colors: Soldier Blue, Kelly Green or Brown. Sizes: 12, 14, 16, 18 and 20. See size scale on page 10. State color and size when ordering.

In fine quality 100% new Wool Covert.
9 B 2420—Two-Piece Suit. Ship. wt. 2 lbs. 10 oz. . . \$18.98
9 B 2421—Matching Coat. Ship. wt. 3 lbs. 6 oz. . . \$18.98
9 B 2422—Two-Piece Suit and Matching Coat.
Ship. wt. 5 lbs. 8 oz. . . \$37.50

In good quality 100% new Wool in Shetland-type weave.
9 B 2424—Two-Piece Suit. Ship. wt. 2 lbs. 10 oz. . . \$14.98
9 B 2425—Matching Coat. Ship. wt. 3 lbs. 6 oz. . . \$14.98
9 B 2426—Two-Piece Suit and Matching Coat.
Ship. wt. 5 lbs. 12 oz. . . \$29.50

STUNNING TWO-TONE ENSEMBLE

All Wool **1498** 50% Wool **1098**
Topper or Suit EA. Topper or Suit EA.

Striking black against heavenly colors—that's fashion news! Suit jacket features mandarin neckline, dramatic black trim, center-seamed back. Rayon-lined. Skirt is kick-pleated front and back; zip closing. One-button flare-back top, faced with Black down the front and on the raglan sleeves. Welt pockets, arm slings, center-seamed back. Rayon-lined and interlined. Colors: Graybeige, Medium Blue or American Beauty; each with Black trim. Sizes: 12, 14, 16, 18, 20 and 22. See size scale on page 10. State color and size wanted.

In fine quality 100% new Wool in Shetland-type weave.
9 B 2428—Two-Piece Suit. Ship. wt. 2 lbs. 10 oz. . . \$14.98
9 B 2429—Matching Topper. Ship. wt. 3 lbs. 8 oz. . . \$14.98
9 B 2430—Two-Piece Suit and Matching Topper.
Ship. wt. 5 lbs. 12 oz. . . \$29.50

In good quality Part Wool Shetland-type weave (13% new Wool, 37% reused Wool, 50% Rayon).
9 B 2432—Two-Piece Suit. Ship. wt. 2 lbs. 8 oz. . . \$10.98
9 B 2433—Matching Topper. Ship. wt. 3 lbs. 4 oz. . . \$10.98
9 B 2434—Two-Piece Suit and Matching Topper.
Ship. wt. 5 lbs. 8 oz. . . \$21.50





RICH ALL WOOL COMPANIONS \$14⁹⁸ Coat or Suit

BEAUTIFUL TAILORED CLASSIC

Stunning outfit with new, expensive details. Tailored of 100% virgin Wool in Shetland-type weave. Gleaming gold color metal buttons. Both the suit jacket and the coat are four-button single-breasted and fully Rayon lined. They feature the smart club collar, set-in sleeves, center-vent back and button-trimmed welt pockets. Interlined coat has convenient arm slings. Trim eight-gore skirt with zip closing. **Colors:** American Beauty, Medium Blue or Forest Green (medium green). **Sizes:** 12, 14, 16, 18, 20. See size scale, page 10. State color and size.

9 B 2440—Two-Piece Suit. Shipping weight 2 lbs. 11 oz.	\$14.98
9 B 2441—Matching Coat. Shipping weight 3 lbs. 6 oz.	\$14.98
9 B 2442—Companion Outfit. Shipping weight 5 lbs. 8 oz.	\$29.50

CHALK-STRIPED GRAY FLANNEL

Slim pencil stripes flatter your figure! Smart ensemble, expertly tailored of fine 100% new Wool. The wonderful top-all three-button coat has notched collar, flap pockets, open back vent. Arm slings for casual wear. Fully Rayon lined; interlined. Smooth-fitting skirt accents the fashionable nipped waist; the keyhole neckline shows off your blouses. Fully Rayon-lined one-button jacket has two flap pockets. Skirt has a kick pleat front and back; zip closing. **Color:** Gray only with White chalk stripes. **Sizes:** 12, 14, 16, 18, 20. See size scale, page 10. State size.

9 B 2436—Two-Piece Suit. Shipping weight 2 lbs. 9 oz.	\$14.98
9 B 2437—Matching Coat. Shipping weight 3 lbs. 5 oz.	\$14.98
9 B 2438—Companion Outfit. Shipping wt. 5 lbs.	\$29.50

DESCRIPTIONS OF FRONT

[A] Belted Greatcoat

A great value in handsome styling. Luxuriously warm double-breasted style with 4 extra large gold color metal buttons. Big convertible coachman's collar, wide revers; shoulder pleats. Big turn-back cuffs; welt pockets. Self-material belt with large buckle. Dartsed waist; back center seam with closed vent. **Colors:** Kelly Green, Royal Blue, Black or Gray. **Sizes:** 12, 14, 16, 18 and 20. See size scale, page 10. Ship. wt. 4 lbs. 14 oz.

9 B 2149—100% new Wool Shetland-type weave.	\$14.98
9 B 2148—Fine 100% new Wool Suede.	\$18.98

[A] New Derby Padre

Be a style leader in this smart pinched-brim derby padre—equally flattering worn forward or off the face. Of fine Wool Felt (94% Wool, 6% Casein). Matching grosgrain band and side bow.

15 B 5377—Fits head-sizes 21 to 22½ inches.	
Colors: Brown, Gray or Black. State color wanted.	
Ship. wt. 1 lb.	\$2.69

COVER COATS AND HATS

[B] Sparkling Nailhead Beauty

Gorgeous flare-back coat at a spectacular low price! Dressy double-breasted style with silver color metal buttons, demure Peter Pan collar, vertical welt pockets. Dramatic nailhead trimmed bell sleeves button at wrist. Square raglan shoulders; deep armholes. **Colors:** Gray, Kelly Green, Black. **Sizes:** 12, 14, 16, 18, 20. See size scale, page 10. State color and size when ordering.

9 B 2153—100% All new Wool in Shetland-type weave. Ship. wt. 4 lbs. 14 oz.	\$14.98
9 B 2152—Soft 100% All new Wool Suede. Shipping weight 5 lbs. 10 oz.	\$18.98

[B] Peaked Bonnet

You'll never look lovelier than in this adorable bonnet! Fine All Wool Felt with full rounded crown wreathed with self flowers. Grosgrain ribbon back bow. Rayon veil.

15 B 5376—Fits head-sizes: 21½ to 22½ in.	
Colors: American Beauty, Gray, Brown or Black. State color. Ship.	
wt. 1 lb.	\$2.98

FASHION LEADERS

for dress-up
or casual wear

FOR INFORMATION
ABOUT TIME PAYMENTS
SEE PAGE 196

\$22⁹⁸
[A]



\$16⁹⁸
[B]



Sizes
12 to 20

[C]
Sizes
12 to 22



NEWEST DRESSMAKER TOUCHES

[A] Our Finest All Wool Suede

You'll treasure this beautifully styled coat of velvety-soft All new Wool Suede. One-button closing, with pointed collar, curved side pockets, waist tucks. Expensive boucle embroidery trims sleeves and imitation breast pockets. Leather-back belt with large covered buckle. Graceful melon sleeves button at wrist. Full-cut back has over-raised center seam. Fully Rayon-lined and warmly interlined.

9 B 2158—Colors: Gray, Black or Forest Green. Sizes: 12, 14, 16, 18 and 20. See size scale, page 10. State color and size. Shipping weight 5 lbs. . . . \$22.98

[B] 100% Wool Shetland-type Weave

You'll have an admiring audience in this flared-back charmer. Richly detailed coat of smart All new Wool Shetland-type weave. Three-button, single-breasted style, with club collar and nailhead-trimmed covered buttons. Nailhead braid adds glamor to the wide cuffs and shoulders—and outlines the back yoke. Fully Rayon-lined; interlined.

9 B 2157—Colors: Forest Green, Royal Blue, Gray or American Beauty. Sizes: 12, 14, 16, 18 and 20. See size scale, page 10. State color and size wanted. Ship. wt. 4 lbs. 12 oz. . . . \$16.98

[C] YOUR VELVET-COLLAR CHESTERFIELD

The perfect fall and winter coat—a best-loved classic, trimly tailored to team gracefully with both date dresses and sports clothes. Distinctively correct Rayon Velvet collar, peaked lapels and contrasting plastic buttons. Careful welt seaming throughout; back center seam ending in an inverted pleat. Arm slings. Fully Rayon-lined and interlined. Sizes: 12, 14, 16, 18, 20 and 22.

All Wool
Suede

\$16.98

All Wool
Shetland-Type

\$14.98

80% Wool
Shetland-Type

\$10.98

ALL WOOL SUEDE

9 B 2154—Excellent quality, soft 100% new Wool Suede. Colors: American Beauty, Medium Blue, Gray or Black. Size scale, p. 10. State color, size. Ship. wt. 3 lbs. 12 oz. . . . \$16.98

ALL WOOL SHETLAND-TYPE

9 B 2155—Fine, durable 100% new Wool in handsome Shetland-type weave. Colors: American Beauty, Medium Blue, Black or Gray. Size scale, p. 10. Shipping weight 3 lbs. 12 oz. . . . \$14.98

SHETLAND-TYPE WEAVE—80% WOOL

9 B 2156—Serviceable Shetland-type weave . . . 80% reprocessed Wool, 20% Rayon. Colors: Medium Blue, Wine or Black. Size scale, p. 10. State color, size. Ship. wt. 3 lbs. 6 oz. . . . \$10.98

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4 NATIONAL BELLAS HESS



Cozy
Pile Fabric
\$24.98
[D]

All Wool
\$14.98
80% Wool
\$10.98
[E]

Braid Goes
All Around
\$12.98
[F]

ALL WOOL TOPPERS

a-sparkle with fall's loveliest details

[D] Brilliant Cuff Embroidery

Handsome tuxedo style with fashion-right mandarin collar and set-in sleeves with deep braid-embroidered cuff. It's tailored in a warm-as-toast 100% new Wool deep-pile coating on a Cotton backing. And such flattering colors! It's a thrill to wear and to be seen in. Welted pockets. Fully lined with Rayon; warmly interlined.

9 B 2220—Colors: White, Platinum Gray or Mint (light) Green. **Sizes:** 12, 14, 16, 18 and 20. See size scale on page 10. Length about 35 inches. Be sure to state color and size wanted when ordering. Shipping weight 5 lbs. 8 oz. **\$24.98**

[F] Flare-Back Flattery

Collarless shorty coat (30 inches long), flared from the yoke in back. Smart braid, frosted with silver color, trims the sleeves and shoulders, and outlines the yoke in back. Push-up sleeves with loop closing; slash pockets. Fully Rayon-lined and interlined. In warm-as-toast 100% new Wool Shetland-type weave—an extra special value! **9 B 2223—Colors:** American Beauty, Gray, Green or Royal Blue. **Sizes:** 12, 14, 16, 18 and 20. See size scale on page 10. State color and size when ordering. Ship. wt. 3 lbs. **\$12.98**

[E] Shiny Gold Color Accents

Sporty belted topper trimmed with gala gold color buttons. Shaped collar with big revers; deep raglan sleeves with cuffs; 2 pockets; back center seam ending in an inverted pleat. Belt with large buckle, jumbo eyelets. Fully Rayon lined and interlined. **Colors:** Royal Blue, Black or Forest Green. **Sizes:** 12, 14, 16, 18, 20, 22. See size scale p. 10. Length about 35 in. State color, size. Ship. wt. 4 lbs. 3 oz. **9 B 2221—100% new Wool Shetland-type weave. \$14.98**
9 B 2222—Part Wool Shetland-type weave (80% reprocessed Wool, 20% Rayon). \$10.98

[G] Nailheads for Glamor

Great value! The nailhead-studded yoke of this double-breasted 100% new Wool Shetland weave topper adds the gay glitter you love. Peter Pan collar; new extended shoulder line; flared back. Fully Rayon lined; interlined. The trim-fitting Black skirt has fly front and zip closing. **9 B 2035—Colors:** Forest Green, Graybeige or Royal Blue topper, each with Black skirt. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale on page 10. Length about 35 in. State color, size. Ship. wt. 4 lbs. 8 oz. **Set, \$18.98**



[G]
Topper
and Skirt

\$18.98
Set

NATIONAL BELLAS HESS 5

Pleated
Peplum Back

\$14⁹⁸

[A]



Glen Plaid
Suit

\$16⁹⁸

[B]



Trapunto-
Trimmed Suit

\$16⁹⁸

[C]



SEE
DESCRIPTIONS
ON PAGE 7

[D]

100% Wool
Covert Suit

\$18⁹⁸



[E]

All Wool
Flannel Suit

\$14⁹⁸



Trapunto-Trimmed Suit
\$16⁹⁸
[C]



SEE
DESCRIPTIONS
ON PAGE 7

[E]
All Wool
Flannel Suit
\$14⁹⁸



Hit Parade Fashions

AT MODEST, DOWN-TO-EARTH PRICES

Fashion experts agree that the best dressed women are not necessarily those who spend the most money for clothes. We at Bellas Hess have kept a careful weather eye out for the newest, smartest styles you'll be seeing in all the Fall fashion magazines . . . but we have priced them low to give you substantial savings and help keep down the cost of living. Before I tell you about the exciting fashion highlights for Fall and Winter, I have a wonderful bit of news for you women with mature figures who are under 5 feet 3 inches tall. Now Bellas Hess has the half sizes you've been asking for. They're skillfully styled and proportioned to really fit and make you look taller, slimmer. Imagine! No expensive and bothersome alterations! (See pages 66 and 67). Now for the style chat! Emphasis is on femininity! Skirts will be longer (much more flattering, I think). They're closely pleated, gathered full, or gored. Sequins and nailheads are shining brightly. You'll see them on dresses, coats, suits, hats, and bags. Remember, a smart bag is an important finishing touch to any outfit (see pages 130, 131, 136, 139). You'll be thrilled with the new shoes. Beautiful leathers are back . . . black Suede is a top favorite. So many wonderful styles . . . glamorous high heels, high platforms, perky baby toes, ankle straps. (See pages 133 to 151.) This Fall you'll simply live in suits, whatever your age. Very smart (and a thrifty buy, too) are the companion suits and coats . . . such good wardrobe mixers. (See pages 2 to 9 and 14 and 15.) The Teen crowd is still going strong for skirts, sweaters and blouses for school. But come date time and Teens rally forth in pretty dresses. Hats are REALLY hats! So becoming and romantic, with veils, feathers, and sparkling trims . . . even the man will like them. (See pages 18 to 23). All in all, I can't remember when fashions have been more frankly flattering. Here's to a new irresistible you!

Helen Hess
FASHION ADVISER



Write to
HELEN HESS
if you'd like help
with your shopping



Write to Helen Hess if you'd like expert help with shopping problems. Helen Hess is your personal representative at National Bellas Hess. She is your expert on fashions . . . it's her life's work. Helen Hess will gladly advise you how to get the most possible value for your clothes budget and help you with any fashion problems you may have. Perhaps it's a question of colors, or the most becoming styles for your type, accessory needs or assembling a trousseau wardrobe. These are but a few of the ways in which she can guide you. Write to Helen Hess, she'll answer promptly. Please remember to address your letters "Care of Helen Hess."

SUIT YOURSELF FOR FALL!

DESCRIPTION OF SUITS SHOWN ON PAGE 6

- | | | | | |
|--|--|--|--|---|
| <p>[A] Pleated Peplum
The flare-back peplum sweeps into fashion favor and this charming suit is the result. All new Wool Flannel. Jacket has a perky three-quarter pleat. In double breasted style, sparked with the gleaming gold color buttons. Center back seam, notched collar, flap pockets. Fully Rayon lined. Slim skirt is slitted in front. Zip closing. 9 B 2037—Forest Green, Navy Blue or Gray. Sizes: 12, 14, 16, 18, 20. See size scale, p. 10. State color and size. Ship. wt. 2 lbs. 6 oz. \$14.98</p> | <p>[B] Glen Plaid Pet
Your beloved Glen Plaid is expertly man-tailored with exacting precision for the clean-cut lines you like. It's woven of 20% Wool, 80% Rayon and made in double breasted style. See how the flange pleat seems to broaden your shoulders. Wide revers, notched collar, flap pockets. Fully Rayon lined. Slim skirt is slitted in front. Zip closing, button waistband. 9 B 2039—Gray Glen Plaid only. Sizes: 12, 14, 16, 18, 20. See size scale, p. 10. State size. Shipping weight 2 lbs. 8 oz. \$16.98</p> | <p>[C] Soft Dressmaker
Lovely enough to be a bride's "going-away" suit. The expensive Trapunto trim is seldom found at this low price. Tailored of 100% All new Wool Shetland-type weave, and designed for soft flattery. Pretty scalloped yoke, novelty pockets, graceful dolman sleeves. Rayon lined. Skirt has kick pleat front and back. Zip closing. 9 B 2040—Blue, Gray or Brown. Sizes: 12, 14, 16, 18, 20. See size scale, p. 10. State color and size. Wt. 2 lbs. 9 oz. \$16.98</p> | <p>[D] Covert "Tuxedo"
A wonderful suit with the "Big City" look that fashion magazines feature. It's yours in 100% new Wool Covert and priced at much less than you'd expect. Smartly tailored in double breasted Tuxedo-type style, with cut-away front, center back seam leading into the fishtail peplum. Rayon lined. Smooth-fitting, fly-front skirt; zip closing. 9 B 2036—Brown, Mint Green or Soldier Blue. Sizes: 12, 14, 16, 18, 20. See size scale, p. 10. State color, size. Shipping weight 2 lbs. 9 oz. \$18.98</p> | <p>[E] Braid-Trimmed
Rich jet black braid outlines the jacket of this handsome suit. Skillfully tailored of smart All new Wool Menswear Gray Flannel. Jacket has gored back, interesting keyhole neckline, flaring back peplum, and novelty head-center button closing. Fully Rayon lined. Trim, slenderizing skirt has kick-pleat front. Zip closing. You'll like this! 9 B 2035—Menswear Gray only. Sizes: 12, 14, 16, 18, 20. See size scale, p. 10. State size when ordering. Ship. wt. 2 lbs. 10 oz. \$14.98</p> |
|--|--|--|--|---|

HANDY INDEX . . . SEE PAGE 198 • MONTHLY PAYMENT INFORMATION . . . SEE PAGE 196

NATIONAL BELLAS HESS 7

**Rippling
Capelet**

\$14⁹⁸

[B]



**Wool-and-Rayon
Gabardine
CHOICE**

\$16⁹⁸

EACH [C] [D]






**That Slim
Belted Look**

\$12⁹⁸

[A]

SUIT GEMS FOR FALL

longer jackets . . . cutaways . . . peplums

[A] Fine 100% Wool Flannel

Just one look at this smartly tailored suit and you'll fall in love with it. And no wonder — it's handsomely styled of soft All Wool Flannel with wonderful details. The single-breasted jacket has a chic club collar and "shirtwaist" sleeves with button-cuff closing. The flattering lines are so youthful and becoming! Center-seamed back; self belt. Fully Rayon lined. The fly-front skirt has a slit at each side — a smart style feature. Zip closing.

9 B 2042—Colors: Gray, Brown or Medium Green. **Sizes:** 12, 14, 16, 18 and 20. See size scale on page 10. State color and size wanted. Ship. wt. 2 lbs. 7 oz. . . . \$12.98

[B] Richer 100% Wool Flannel

This suit will take top fashion honors wherever it goes. Those exciting rippling capelets over shoulders add a delightful feminine touch. The slim long-torso jacket boasts a snappy Prince Albert collar and gold color buttons; pretend flap pockets. There's a ruffy peplum back for back appeal. Jacket is Rayon lined. Trim fitting with skirt has slimming trouser pleats and slip in front. Zip closing. Expertly tailored rich-bodied. All new Wool Flannel.

9 B 2043—Colors: Kelly Green, Royal Blue or Brown. **Sizes:** 12, 14, 16 and 18. See size scale on page 10. State color and size. Ship. wt. 2 lbs. 5 oz. . . . \$14.98

[C] Stunning Link-Buttoner

Here's classic styling at its very best. This superbly tailored suit has that mannish look you go for. Just see those wide peaked lapels, and two flap pockets. The one-button closing gives you a perfect background for your prettiest blouses and scarfs. Fully Rayon lined. Figure-perfect skirt has kick pleat front and back; zip closing. Masterfully styled in Gabardine (30% new Wool, 70% Rayon), serviceable as well as smart looking.

9 B 2017—Colors: Gray, Black or Blue. **Sizes:** 12, 14, 16, 18 and 20. See size scale on page 10. State color and size when ordering. Ship. wt. 2 lbs. 10 oz. . . . \$16.98

[D] Pleated Peplum Back

Here's the way you'll want to look this Fall in one of the prettiest suits of this or any season. Its stunning double-breasted styling gives you smooth lines. There's a high style in the dashing cutaway front. You'll look as pretty going as coming with that captivating four-gore pleated peplum back. Jacket is Rayon lined. Trim skirt has pleated front and back; Zip closing. Beautifully made in luscious Rayon-and-Wool Gabardine (70% Rayon, 30% Wool).

9 B 2041—Colors: Brown, Black or Medium Blue. **Sizes:** 12, 14, 16, 18 and 20. See size scale on page 10. State color and size. Ship. wt. 2 lbs. 11 oz. . . . \$16.98

Wool-and-Rayon
Gabardine
CHOICE

16⁹⁸
EACH

[D]



Link-Button
Classic

\$9⁹⁸

[E]



Smart and
Military

\$6⁹⁸

[F]



Just Like
the General's

\$6⁹⁸

[G]



SUITS FOR FALL

... cutaways ... peplums

BUDGET-HAPPY PRICES

for serviceable fabrics ... gorgeous detail

[B] Richer 100% Wool Flannel

This suit will take top fashion honors wherever it goes. Those exciting rippling capelets over shoulders add a delightful feminine touch. The slim long-torso jacket boasts a snappy Prince Albert collar and gold color buttons; pretend flap pockets. There's a ruffy peplum back for back appeal. Jacket is Rayon lined. Trim fitting skirt has slimming trouser pleats and a full front. Zip closing. Expertly tailored in rich-bodied All new Wool Flannel.

9 B 2043—Colors: Kelly Green, Royal Blue or Brown. Sizes: 12, 14, 16 and 18. See size scale on page 10. State color and size wanted. Ship. wt. 2 lbs. 5 oz. \$14.98

[D] Pleated Peplum Back

Here's the way you'll want to look this Fall in one of the prettiest suits of this season. Its stunning double-breasted styling gives you smooth lines. There's high style in the dashing cutaway front. You'll look as pretty going as coming with this captivating four-gore pleated peplum back. Jacket is Rayon lined. Trim skirt has pleated front and back. Zip closing. Beautifully made in luscious Rayon-and-Wool Gabardine (70% Rayon, 30% Wool).

9 B 2041—Colors: Brown, Black or Medium Blue. Sizes: 12, 14, 16, 18 and 20. See size scale on page 10. State color and size wanted. Ship. wt. 2 lbs. 11 oz. \$16.98

[E] Soft 50% Wool Fabric

Ever-popular for its smooth tailoring and clean lines—the link-button classic. Dress up or down and it's perfect for every occasion. This beauty is fashioned in a serviceable soft fabric woven of 37% new wool, 13% reused Wool and 50% Rayon. The smart jacket features a notched collar with eye-catching wide revers and two flap pockets. Center-seamed back; full Rayon lining. The skirt has 4 pleats front and back; zip closing.

9 B 2045—Colors: Medium Blue, Brown Blue or Brown. Sizes: 12, 14, 16, 18, 20. See size scale on page 10. State color and size wanted. Ship. wt. 2 lbs. 3 oz. \$9.98

[G] 62% Wool Striped Flannel

We've copied a famous general's jacket for this suit that rates a salute for its carefree styling and amazing value. It's tailored in a double-breasted style and sports gay trim, smart military tabs and long buttoned band cuffs. Rayon yoke lining. Trim-fitting skirt has kick front and back; zip closing. In pencil-line Gray Striped Flannel (27% new Wool, 23% reprocessed, 15% reused, 23% Ray-Gabardine, 5% Nylon, 5% Cotton). A terrific

9 B 2044—Gray only with White stripe. Sizes: 12, 14, 16, 18 and 20. See size scale on page 10. State size wanted. Ship. wt. 2 lbs. 3 oz. \$6.98

[F] Super-Tailored in 80% Wool

Meet the youthful looking "pilot" suit—the smooth classic with a military manner. Its fine styling makes it look far more expensive than its tiny price. The figure-flattering jacket has loads of eye-appeal, with its long slim lines, button-trimmed military flaps and snappy patch pockets. Rayon yoke lining. The gently flaring skirt has deep box pleats front and back; side button closing. Tailored in a soft blend of 80% reprocessed Wool, 20% Rayon.

9 B 2010—Colors: Navy Blue, Brown or Copen Blue. Sizes: 12, 14, 16, 18, 20. See size scale on page 10. State color and size wanted. Ship. wt. 2 lbs. 6 oz. \$5.98

[H] Double-Breasted Plaid 'n' Solid

Here's value! A stunning 100% Wool suit priced to save you two whole dollars! Everything about this suit is designed to make you look pretty. The long, double-breasted jacket, styled in a brilliant plaid, has club collar, two flaps at the hips and is cleverly darted to give your waist that tapered look. Silver-color buttons march down the front. Fully Rayon lined. Skirt has soft unpressed pleats and a center slit. Zip-closing.

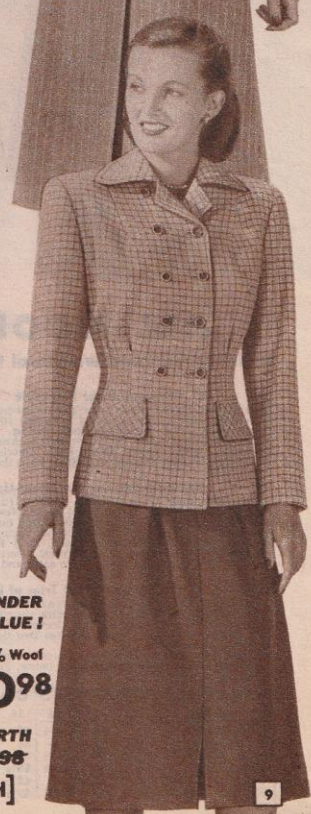
9 B 2046—Colors: Green-and-White plaid with Green skirt; or Black-and-White plaid with Black skirt. Sizes: 12, 14, 16, 18, 20. See size scale on page 10. State color and size. Ship. wt. 2 lbs. 4 oz. \$10.98

WONDER
VALUE!

100% Wool
\$10⁹⁸

WORTH
\$12⁹⁸

[H]





\$19⁹⁸
 Sizes
 12 to 20
[A]



\$29⁹⁸
[B]



\$34⁹⁸
[C]

NEW YORK
Helen Hess
 FASHION
 KANSAS CITY

MISSSES' SIZES
12 to 22

ALL WOOL SUEDE

lavishly trimmed with real fur or fur-effect fabrics

[A] Dreamy Peter Pan Style . . . Richly Trimmed
 Rich fur-like Rayon plush trims the throat-hugging Peter Pan collar and trims the deep welt pockets. Fashioned of beautiful 100% virgin Wool Suede. The push-up sleeves have snug button-and-loop closing. Leather-back self material belt and buckle nips in your waist; two over-raised back seams. Fully Rayon lined and interlined. **9 B 2161**—Colors: Green, Royal Blue, American Beauty. Sizes: 12 to 20. See size scale below. State color and size. Ship. wt. 4 lbs. 15 oz. **\$19.98**

[B] Beautiful Squirrel Fur Stand-Up Collar and Cuffs
 Expensive-looking Gray genuine Squirrel fur trims this oh-so-flattering coat of superior quality 100% virgin Wool Suede. New, pretty fur treatment in the rounded stand-up collar leading down to waist. High button closing, snap waist closing. Shirt-waist sleeves cuffed with 2 inches of fur; button-loop closing. Belt starts at sides, ties in front. Graceful ballerina-type back. Fully Rayon lined and interlined. **9 B 2160**—Colors: Gray, Black, Forest Green, each with Gray squirrel fur. Sizes: 12 to 22. See size scale below. State color and size. Ship. wt. 5 lbs. **\$29.98**

[C] Collar and Front Trim of Deep Mouton Lamb
 Here Mouton Lamb is lavishly used in a full length tuxedo on fine quality smooth 100% All new Wool Suede. The fur encircles your neck and hook-and-eye fasteners keep front snugly closed. Deep dolman sleeves, roomy and comfortable, even over suits. Two slashed pockets. Gored back has two double over-raised seams. Fully Rayon lined and interlined. **9 B 2159**—Colors: Soldier Blue, Forest Green, Brown, each with Brown Mouton Lamb fur. Sizes: 12 to 22. Size scale below. State color, size. Ship. wt. 5 lbs. **\$34.98**



SIZE SCALE FOR MISSSES' COATS AND SUITS

You wear size	12	14	16	18	20	22
If your bust is	32	33½	35	36½	38½	40½ in.
If your waist is	24	26	28	30	32	34 in.
If your hips are	35	36½	38	40	42	44 in.
Skirt length	26¼	26½	26¾	27	27¼	27½ in.
Fitted Coat length	42½	43	43½	44	44½	45 in.
Box Coat length	41½	42	42½	43	43½	44 in.

WOMEN'S SIZES
36 to 46

[D]
\$24⁹⁸
Topper
and Skirt

\$17⁹⁸
[E]

\$17⁹⁸
[F]

WARM AND LUXURIOUS

in 100% wool or stunning fur fabrics

[D] **Topper Suit Dressed Up with Persian Fur-Effect Fabric**
Rich-looking Persian fur-effect fabric cuffs and tuxedo front lend spice to this smooth 100% virgin Wool topper suit. Please note the deftly designed shoulders and full graceful sleeves with deep armholes. Two deep buttonhole-type pockets. You'll love the flare back and slimming lines. Fully Rayon lined and warmly interlined. Slenderizing skirt has kick pleat front and back.
9 B 2047—Colors: Wine or Gray topper, each with Black skirt. **Sizes: 36 to 46 bust.** See size scale below. State color and size when ordering. Ship. wt. 4 lbs. 5 oz. . . **\$24.98**

[E] **Glamorous Coat in Caracul Fur-Effect Fabric**
Smart boxy coat cut and styled like a coat of real caracul fur. Sleeves have deep turned-back cuffs; wing collar buttons high. The caracul fur-effect fabric (100% Rayon pile on knit Cotton back) is warm as well as rich-looking. Fully Rayon lined; interlined.
9 B 2163—Black only. Sizes: 36 to 46 bust. See size scale below. State size. Ship. wt. 5 lbs. . . **\$17.98**

[F] **All Wool Suede Topper . . . A Real Buy!**
The shortie dress coat assumes new glamor . . . and look at our sensationally low price! It's 100% All new Wool Suede. The collarless petal neckline closes with a gleaming gold color button. Stunning new melon sleeves adorned with expensive Trapunto design — outlined in contrasting stitching. Cuffs have button-loop closing. Self-material tie-belt. Fully Rayon lined, warmly interlined.
9 B 2162—Colors: Gray, Green or Black. **Sizes: 36 to 46 bust.** See size scale below. State color and size when ordering. Ship. wt. 3 lbs. 14 oz. . . **\$17.98**

SIZE SCALE FOR WOMEN'S AND LARGER WOMEN'S COATS AND SUITS

	36	38	40	42	44	46
You wear size . . .	36	38	40	42	44	46
If your bust is . . .	36	38	40	42	44	46 inches
If your waist is . . .	31½	33½	35½	37½	39½	41½ inches
If your hips are . . .	40	42	44	46	48	50 inches
Skirt length . . .	27½	27½	28	28	28½	28½ inches
Fitted Coat length . . .	45	45½	46	46	46½	46½ in.
Box Coat length . . .	44	44½	45	45	45½	45½ in. 11

\$10⁹⁸
[A]

\$12⁹⁸
[B]

WOMEN'S SIZES
36 to 46

\$13⁹⁸
[C]

WONDER BARGAINS

in fall's most desirable coat styles

[A]

Popular Boxy Casual at Today's Lowest Price

Season after season the popular, ever-young Chesterfield is the top favorite of smart women everywhere (but you'd probably have to look far and long to find value like this!). It's cut to slip easily over suits. Carefully tailored; with welt seam around armholes, slash pockets, wide peaked lapels, cotton velveteen collar. Back center seam leads into inverted pleat. Made of warm Part Wool Coating (8% new Wool, 55% reprocessed Wool, 37% Rayon). Fully Rayon lined and interlined.

9 B 2164—Colors: Black, Blue or Brown. Sizes: 36, 38, 40, 42, 44, 46 bust. See size scale on page 11. State color and size when ordering. Shipping weight 4 lbs. 4 oz. **\$10.98**

[B]

Waist-Whittling Belted Favorite

Dashing belted style with flattering, easy-to-wear lines for the casual charm you love. Flange pleat points up the broad smooth shoulders, travels down to the tucked and belted waist. An important fashion note is the becoming Eton collar; full set-in sleeves. Two slash pockets and an interesting novelty plastic belt buckle. Tailored in a good quality Coating—8% virgin Wool, 55% reprocessed Wool, 37% Rayon. Rayon lined and interlined.

9 B 2165—Colors: Gray, Royal Blue or Black. Sizes: 36, 38, 40, 42, 44, 46 bust. See size scale on page 11. State color and size when ordering. Shipping weight 4 lbs. 4 oz. **\$12.98**

[C]

Smart Wrap-Around . . . Gay Novelty Sleeve Trim

Stunning dress coat fashion that combines expensive-looking details with slenderising, easy-to-wear lines. Honorable mention goes to the set-in sleeves with deep armholes dramatized by novelty felt inserts with gleaming nailhead trim. Nailhead-sparked button for closing. Wrap-tie belt minimizes your waist. Keyhole neckline. Back center seam. Coating is 8% virgin Wool, 55% reprocessed Wool, 37% Rayon. Fully Rayon lined and interlined.

9 B 2166—Colors: Brown, Wine or Medium Blue. Sizes: 36, 38, 40, 42, 44, 46 bust. See size scale on page 11. State color and size wanted when ordering. Shipping weight 4 lbs. 4 oz. **\$13.98**



\$19⁹⁸

Also All Wool
Shetland-Weave

\$15.98

[D]

\$24⁹⁸

[E]

[F]

\$19⁹⁸

WOMEN'S SIZES
36 TO 44 AND
LARGER WOMEN'S
SIZES 45 TO 53

ALL WOOL SUEDE

fine quality...softly detailed...slenderizing

[D] Velvetene Collar Chesterfield . . . In Two Fabrics
 Skillfully tailored with that "custom made" look for slim lines. Three-button single-breasted style, dressy Cotton Velvetene collar and wide revers. Welt seaming, flap pockets, convenient arm slings, inverted pleat in back. Fully Rayon lined, interlined. Colors: Medium Blue, Black or Gray. Sizes: 36, 38, 40, 42, 44; also 45, 47, 49, 51, 53 bust. Size scale, page 11. State color and size. Ship. wt. 4 lbs. 8 oz.
B 2167—Soft, fine 100% all new Wool Suede. **\$19.98**
B 2168—Good quality 100% all new Wool Shetland-type weave. **\$15.98**

[E] Richly Beautiful for Dressy Occasions
 One of the most distinctive coats of the year — our most luxurious 100% all new Wool Suede. The top and sleeves have lovely Trapunto designs with bead centers. Shawl collar; deep set-in sleeves with turned-up cuffs. Three covered buttons; graceful gored back; tie belt. Fully Rayon lined, interlined.
B 2169—Gray, Blue or Black. Sizes: 36, 38, 40, 42, 44; also 45, 47, 49, 51, 53 bust. Size scale, p. 11. State color, size. Ship. wt. 4 lbs. 8 oz. **\$24.98**

[F] Starred for Success! Flare Back!
 A heavenly-soft coat that wraps you in dramatic beauty. Stunning from the back, with its rippling flare and new pointed yoke covered with beaded embroidery. Stunning from the front, where the yoke continues over the extended shoulders, and cleverly handled seams form curved pockets and continue to the hem. Pointed collar and bead-centered covered buttons. Well tailored of 100% all new Wool Suede. Fully Rayon lined, interlined.
B 2170—Medium Blue, Gray or Wine. Sizes: 36, 38, 40, 42 and 44; also 45, 47, 49, 51, 53 bust. See size scale, page 11. State color and size. Shipping weight 4 lbs. 14 oz. **\$19.98**



BELLAS HESS 13



CLASSIC COAT AND SUIT COMPANION

you'll love the magically slimming lines . . . women's sizes 36 to 46

OUTSTANDING BUY! PENCIL-STRIPED FLANNEL

All Wool **\$15.98**
Coat or Suit EA.

Fashion keeps in step with value at Bellas Hess! Here, for example, is your favorite Gray striped Menswear All new Wool Flannel in a companion suit and coat that has been skilfully tailored for clean-cut, slimming lines. Priced so low you can have both at less than you'd expect to pay for one. An amazing value! **Color:** Gray only, with White stripes. **Sizes:** 36, 38, 40, 42, 44, 46 bust. See size scale on page 11. Be sure to state size wanted when ordering.

9 B 2444—Two-Piece Suit. Three-button; notched collar, back center seam. Jacket fully Rayon lined. Skirt has kick pleat, front and back. Zip closing. Ship. wt. 2 lbs. 8 oz. **\$15.98**

9 B 2445—Matching Coat. Notched collar, wide revers with peaked lapels. Set-in sleeves. Slot pockets have 2-way stripe treatment. Welt seamed back with closed bottom vent. Arm slings. Fully Rayon lined and warmly interlined. Ship. wt. 3 lbs. 3 oz. **\$15.98**

9 B 2446—Suit and Matching Coat. Ship. wt. 5 lbs. 3 oz. **\$31.50**

14 NATIONAL BELLAS HESS

FLATTERING THREE-BUTTON CLASSIC

All Wool Covert **\$19.98** 80% Wool **\$12.98**
Coat or Suit EA. Coat or Suit

A suit and companion coat are tops for practical smartness. They're wonderful mixers with the rest of your wardrobe. Expensive man-tailored expert craftsmanship and, above all, superb value! Suit is a 3-button classic with notched collar, flap pockets, center back seam. Fully Rayon lined. Slim-fitting skirt has three box pleats front and back; zip closing. Classic coat has over-raised stitching at shoulder, stitched flap pocket, welt seam down sleeve and back, leading into closed bottom pleat. Slings. Fully Rayon lined; interlined. **Colors:** Soldier Blue, Brown or Tan. **Sizes:** 36, 38, 40, 42, 44, 46 bust. See size scale, p. 11. State color when ordering.

In Good Quality All New Wool Covert

9 B 2448—Two-Piece Suit. Ship. wt. 2 lbs. 12 oz. **\$19.98**

9 B 2449—Matching Coat. Ship. wt. 3 lbs. 8 oz. **\$12.98**

9 B 2450—Suit and Matching Coat. Ship. wt. 5 lbs. 12 oz. **\$31.50**

In Part Wool Shetland-type Weave (80% reused Wool, 20% Rayon)

9 B 2452—Two-Piece Suit. Ship. wt. 2 lbs. 14 oz. **\$19.98**

9 B 2453—Matching Coat. Ship. wt. 3 lbs. 15 oz. **\$12.98**

9 B 2454—Matching Coat and Suit. Ship. wt. 5 lbs. 14 oz. **\$31.50**



NEWEST DRESS-UP SUITS

smartly styled in women's sizes 36 to 46

[A] Ever Smart Dressmaker Suit
 Ever smart collarless suit in two wonderful fabrics. It gives its slimming lines to clever design and tailoring. Fashionable treatment with crisp flange pleat. Slimming seams lead toward slit pockets. Self-lap pockets with brass buttons. Fully Rayon lined. Skirt has kick pleat and back seam. Zip closing. Colors: Black, Blue or Gray. Sizes: 36, 38, 40, 42, 44, 46 bust. Size scale, state color, size. \$14.98
 1/2 Rayon (70% new Wool). \$17.98

[B] Expensive Details on All Wool Crepe
 Expensive details, master craftsmanship and superb fabric make this suit a spectacular buy at our low price. Plunging neckline and shoulder yoke-effect is pointed up with beautiful tucking detail. The rest is all designed along clean-cut figure-trimming lines. Tailored in 100% new Wool Crepe. Jacket fully Rayon lined; center back seam. Slimming fly-front skirt has two "trouser" pleats at top front. Zip closing. 9 B 2049—Colors: Blue, Gray or Black. Sizes: 36, 38, 40, 42, 44, 46 bust. Size scale, page 11. State color and size. Shipping weight 2 lbs. 15 oz. \$19.98

[C] All Wool Shetland Type Weave
 Charming soft suit... takes you everywhere in the well dressed manner. Beautifully fashioned of 100% Shetland-type new Wool on slim lines. Nailhead-studded embroidery trims yoke and pockets. Graceful dolman sleeves and gentle tucking give top fullness, minimizing waist and hips. Leather-back self belt with buckle. Jacket Rayon lined. Straight skirt has stitched over-raised seam and a bottom slit. Zip closing; button waistband. 9 B 2050—Soldier Blue, Gray or Green. Sizes: 36, 38, 40, 42, 44, 46 bust. Size scale, page 11. Ship. wt. 2 lbs. 15 oz. \$17.98

[C]
 Notice the
 Slit Skirt
\$17.98

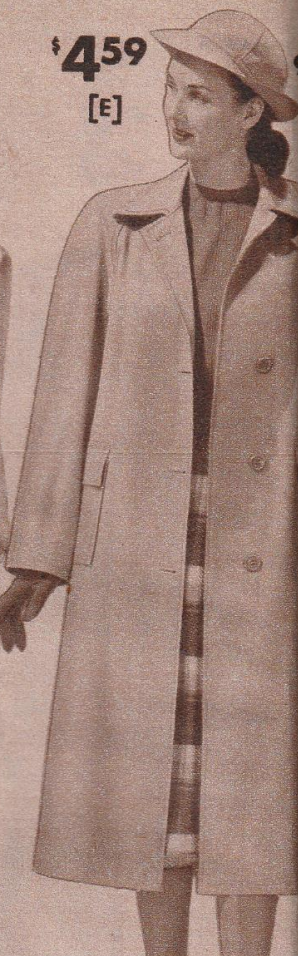
\$998
[C]



\$1298
[D]



\$459
[E]



Also Cotton
Gabardine
\$6.98

Tie-Front
\$349
[B]



Also
Larger
Sizes

Snap-Front
\$498
[A]



GAY IN THE RAIN

they're grand values in sizes 12 to 20

Plastic Coats and Hoods

Rain will roll off you like it does off a duck's back when you wear this clear Vinylite Plastic raincoat. It's 100% waterproof and will retain its crisp gleaming texture. Nicely tailored with roomy raglan shoulders and two flap pockets. **Sizes:** Small (12 to 14); Medium (16 to 18); Large (20, 40 and 42). See size scales, page 10 and 11.

[A] 19 B 3041—Snap Front. Secure snap fasteners and tie belt. Detachable snap-on hood; two-ply collar. **Color:** Black-and-White check. State size. Ship. wt. 1 lb. 5 oz. **\$4.98**

[B] 19 B 3042—Tie Front. Ties at neck and belt. Equally smart without belt. Snug attached hood. Sea Green, Blue or Dusty Rose. State color, size. Ship. wt. 1 lb. **\$3.49**

[D] Rayon Satin Twill or Cotton Gabardine

Glamorous hooded coat. It's water-repellent and up-to-the-minute in styling. The detachable hood frames your face and covered buttons trim the flap pockets and adjustable cuffs. Round yoke; pointed collar; waist-nipping belt with covered buckle. **Colors:** Black, Tan or Blue. **Sizes:** 12, 14, 16, 18 and 20. See size scale, page 10. State color and size when ordering.

19 B 3039—Lustrous Rayon Satin Twill. Ship. wt. 2 lbs. 3 oz. **\$12.98**
19 B 3040—Serviceable Cotton Gabardine. Ship. wt. 1 lb. 14 oz. **\$6.98**

[C] Rain or Shine Reversible

Here's a Bellas Hess two-way wear. When dark skies threaten, you have a water-repellent raincoat of fine Cotton Gabardine. On brighter days, you have a smart all-season topcoat of Part Wool (80% reprocessed Wool, 20% Rayon). It's practically like having an extra coat. Styled on the popular four-button boxy lines, with flap pockets and a neat convertible collar. **Colors:** Blue or Brown, each \$4.98. **19 B 3043—Blue or Brown, each \$4.98. Tan. Sizes:** 12, 14, 16, 18, 20. See size scale, page 10. State color, size. Ship. wt. 3 lbs 9 oz. **\$12.98**

[E] Boxy Casual

Thrifty, smart all-weather coat of Cotton Gabardine that has been Impregnole-treated to make it water-repellent. Styled on trim, boxy lines roomy enough to go over almost everything. Careful tailoring has gone into the welt seaming, wide raglan sleeves, flap patch pockets and convertible collar. Unlined.

19 B 3027—**Colors:** Tan, Soldier Blue or Red. **Sizes:** 12, 14, 16, 18 and 20. See size scale, page 10. State color, size. Ship. wt. 2 lbs. **\$4.98**

Casual Rain Hat. Water-repellent Cotton Gabardine. Snap brim. **Colors:** as above. State color. Ship. wt. 10 oz. **\$1.98**
19 B 5021—Fits headsize 21 1/4 to 22 inches
19 B 5022—Fits headsize 22 1/4 to 23 inches



RAINY DAY COATS

style-right and thrifty for all girls

Shower-Proof Cotton Gabardine "Boxy"

Made of fine quality Cotton Gabardine, Impregnable-treated to make it water-repellent — and styled just the way you like it. Casual three-button coat, notched convertible collar and two big patch pockets with flaps. Long welt seam running down the center back; wide raglan sleeves and shoulders. **B-3025**—Tan, Red or Blue. **Sizes: 7, 8, 10, 12 and 14.** See size scale, page 43. State color and size. Ship. wt. 2 lbs. **Each, \$3.49**
B-3026—Jaunty water-repellent Cotton Gabardine rain hat with back button and snap-fastener adjustment. **Colors: Tan, Red or Blue.**
B-3027—Fits headsize 20½ to 21½ inches. Ship. wt. 9 oz.
B-3028—Fits headsize 21¼ to 22¼ inches. **Each, \$1.00**

Transparent Plastic Raincoat and Hood

Wear a raincoat you won't mind taking along "in case it rains." Made of lightweight pliant Vinylite Plastic that folds compactly. Its bright, glossy surface is attractive, easy to keep clean and 100% water-repellent. Features: Notched collar, raglan sleeves and self belt; five-snap opening. Separate hood has White binding. **B-3029**—Transparent Blue, Sea Green or Dusty Rose. **Sizes: 7, 8, 10, 12, 14 and 16.** See size scale, page 43. State color and size wanted. Ship. wt. 1 lb. **Set, \$2.79**

Double-Duty Plaid Reversible Coat and Hood

Use for any kind of weather. One side of Part Wool gay plaids (30% new wool, 30% reprocessed Wool, 40% Rayon) the other, of water-repellent Cotton Gabardine. The detachable hood keeps your curls dry. Two patch pockets on both sides. Neat club collar; self-material tie belt for trim fit. **B-3030**—Colorful plaid. **Sizes: 7, 8, 9, 10, 12, 14 and 16.** See size scale, page 43. State size. Ship. wt. 3 lbs. 3 oz. **Each, \$10.98**

Gay Plaid "Twinstar" Capes

Girls of all ages favor bright plaid rain capes, and especially when they have attached hoods. Three-button style in rubberized water-repellent Cotton fabric. Well made, with strong double-stitched seams; metal umbrooks; tie neck. Red-and-Blue plaid only. Ship. wt. 1 lb. 4 oz. **B-3031**—Big Sister's. **Sizes: 7, 8, 10, 12 and 14.** See size scale, page 43. State size. **Each, \$1.98**
B-3032—Little Sister's. **Sizes: 3, 4, 5, 6, 6x.** State size. **Each, \$1.88**



BIG SISTER'S

Sizes 7 to 14 **\$1.98**

LITTLE SISTER'S

Sizes 3 to 6x **\$1.88**

NATIONAL BELLAS HESS 17



\$4.75
SET

Price Includes
20% Gov't Tax on Bag

JAUNTY "WAFFLE" BERET AND BAG SET

Stunning set to add a touch of elegance to your outfits. Chic beret and handsome bag beautifully made of soft Felt (70% Wool, 30% Cotton) with an attractive stamped waffle design. Hat has adjustable elastic back with small self bow. Handle bag with rounded bottom is fully lined; zip closing; inner pocket; mirror; purse. Colors: Black, Brown, Red or Kelly Green. Fits headsizes 21 to 23 inches. State color wanted when ordering.
15 B 5378—Hat and Bag. Shipping weight 1 lb. 10 oz. \$4.75
15 B 5413—Hat alone. Shipping weight 1 lb. \$1.49

FUR-TRIMMED FELTS

◀Glamorous Bumper

\$3.50

Silky fur trims this luxurious bumper. Crown of pleated Felt (70% Wool, 30% Cotton). The large felt bow adds a dramatic touch. Pleated adjustable headband.

15 B 5194—Fits headsizes 21½ to 23 in. Colors: Black, Kelly Green or Fuchsia, all with Black Coney fur, also Brown with Brown Coney; or Black with Silver Fox-dyed Coney. State color and fur wanted. Shipping weight 14 oz. \$3.50

◀Elegant Off-Face

\$3.98

The entire front of this off-the-face half-hat is lavishly trimmed with gorgeous fur. Exquisitely made of fine quality Wool Felt (70% Wool, 30% Cotton), with a great big bow at the side for extra special flattery.

15 B 5379—Fits headsizes 21½ to 23 in. Colors: Brown with Brown Beaver-dyed Mouton Lamb fur; or Black with Black Coney fur. State color. Ship. wt. 12 oz. \$3.98



Enhanced With Feather

[A] High-Crown "Suit"

Dashing high-crown suiter of fine quality Wool Felt. Narrow upturned brim has a fluffy pom of large iridescent feathers. All caught in cloud of sheer Rayon veiling. Adjustable headband.
15 B 5192—Fits headsizes 21½ to 23 in. Colors: Black or Brown with matching feather; or Smo White with Black feather. State color when ordering. Ship. wt. 12 oz. \$2.99

[B] Smart High Crown

There's fashion charm in the high crown of this off-the-face Wool Felt. Lovely harmonizing feathers pretty the face. Frothy Rayon veil.
15 B 5383—Fits headsizes 21½ to 22½ in. Colors: Black, Light Coffee, Gray Smoke White. State color. Ship. wt. 14 oz. \$2.99

[C] Off-Face "Half-H"

Beguiling Wool Felt half hat, edged with luscious Rayon Velvet. Downy-soft feathers cascade down the side. M Rayon veiling.
15 B 5382—Fits headsizes 21½ to 23 inches. Colors: Black with Pink; Brown with Chartreuse; or Smo White with Black. State color. Ship. wt. 12 oz. \$3.50

[D] Velvet-Cuff Bumper

Designed to capture hearts, this Wool Felt bumper with silky-Rayon Velvet cuff. Harmonizing feathers cascade on the side. A Rayon velvet plump chenille.
15 B 5381—Fits headsizes 21½ to 23 inches. Colors: Solid Black; Black with Blue; Brown with Green; or Smoke White with Black. State color. Ship. wt. 14 oz. \$3.99

[E] Fluffy Pouf

A cluster of soft, curled feathers gaily tops your curls to give you oh-so-feminine look. Set a disc of fine quality Cloth (70% Wool, 30% Cotton). Snug-fitting clip for comfortable fit.
15 B 5380—Fits headsizes 21 to 23 inches. Colors: Black, Beauty Red, White, Kelly Green or Brown. State color. Ship. wt. 11 oz. \$1.99



STARRY SEQUINS AND NAILHEADS



Brilliant Sequin Calot

Wonderful little calot, all aglitter with bright sequins covered with net. It's a "must" for those important occasions when you want to look especially lovely. Flattering double net forms a stunning draped snood-effect, studded with glittering sequins.

15 B 5388—Fits headsize 21 to 23 inches. Black or Brown. State color. Ship. wt. 12 oz. **\$1.69**



Sunburst of "Jewels" 'n' Nailheads

Sparky "jewels" and nailheads are set in a charming sunburst-effect on this head-hugging calot of fine Wool Felt. A pert bow at each side and the sheer Rayon veiling is edged with tricky little cut felt bows.

15 B 5254—Fits headsize 21½ to 23 inches. Colors: Black, Brown, Navy Blue, Red or White. State color. Ship. wt. 12 oz. **\$1.98**



Shimmering Velvet and Sequins

This captivating bow-trimmed calot of Rayon Velvet is circled with sequins. The draped peplum back rates compliments, too, with its chenille and gimp trim. Hatpin included.

15 B 5391—Fits headsize 21 to 23 in. Colors: Black or Brown; also Fuchsia with Black, or Royal Blue with Black. State color. Ship. wt. 1 lb. 2 oz. **\$2.69**



Tiers of Gleaming Nailheads!

It's new! It's different! It's sensational! Three-tiered calot of fine quality Wool Felt, with glittering gold color nailheads bordering each tier and four smart loops posed in front. Deep head-hugging crown. Misty Rayon veiling.

15 B 5387—Fits headsize 21½ to 23 inches. Colors: Black, Light Coffee, Red, Kelly Green or Solder Blue. State color. Ship. wt. 12 oz. **\$2.69**



Sequin-Bright Padre

Our becoming Padre has gone sophisticated. Its smart high cuff is ablaze with brilliant sequins. Rich Wool Felt with a deep, head-hugging crown, elastic headband. Rayon veiling.

15 B 5389—Fits headsize 21½ to 23 inches. Colors: Black, Solder Blue, Gray or Red, all with Black sequins; also Light Coffee with Brown sequins. State color. Ship. wt. 13 oz. **\$1.98**



Sequined Poke Bonnet

A pert poke bonnet of Wool Felt with a completely enchanting air. All glamorized with a sequin-bordered brim and four saucy loops. You'll particularly like the deep comfortable crown. Self-material headband.

15 B 5390—Fits headsize 21½ to 23 inches. Colors: Black, Brown, Fuchsia or Kelly Green. State color. Ship. wt. 1 lb. 2 oz. **\$2.29**



Sequined Sweetheart Bonnet

Watch his eyes light up when you come in wearing this pretty Wool Felt half hat. The demure "sweetheart" brim is all aglow with a wide band of sparkling sequins. There's a large bow of gleaming Rayon Satin at the side. All in a filmy mist of Rayon veiling.

15 B 5385—Fits headsize 21½ to 23 in. Solid Black, also Gray with Black; Red with Black; Kelly Green with Brown; or Light Coffee with Brown. State color. Ship. wt. 13 oz. **\$2.49**



Enchanting Sequin Trim

Cushion-brim high-crowner of fine Wool Felt with that look of elegance you adore. Novelty sequin trim ornaments the V-dented crown and brim. Large Rayon Satin bow and streamers for back appeal. Elastic headband. Rayon veiling.

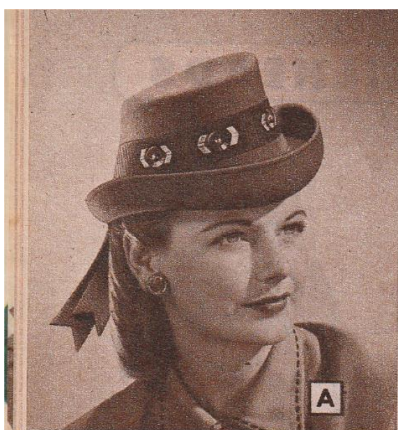
15 B 5386—Fits headsize 21½ to 23 in. Solid Black; Kelly Green with Black; Lt. Coffee with Brown; Red with Black; or Solder Blue with Black. State color. Ship. wt. 12 oz. **\$2.98**



Sequined Forward Bumper

Bright forward-tilt bumper of Wool Felt, with a smart creased crown. Glittery sequins form a novelty design. Cluster of felt posies. Rayon veil for a dress-up finish.

15 B 5384—Fits headsize 21½ to 23 inches. Colors: Black, Red, Light Coffee, Solder Blue or Gray. State color. Ship. wt. 13 oz. **\$2.69**



SMART FALL FELTS

easy on the eyes . . . the budget, too

Glittering Coachman

[A] Smartest accent for your new Fall suits and dresses. Dashing Wool Felt "coachman" takes on the season's glitter. Tiny sequins and nailheads sparkle the grosgrain band above the softly rolled brim.

15 B 5398—Fits head-sizes 21½ to 22¾ in. Colors: Black, Brown, Soldier Blue, Red, Kelly Green or Gray. State color wanted. Ship. wt. 12 oz. . . . \$1.69

Captivating Feathers

[B] Very new and different! The novel creased brim of our lovely bumper does such nice things for your face. Gay trimming of downy fan-tip feathers and grosgrain bow. Made of fine quality Wool Felt. Elastic headband.

15 B 5394—Fits head-sizes 21 to 23 inches. Colors: Black, Light Coffee, Moss Green or Soldier Blue. State color wanted. Ship. wt. 14 oz. . . . \$1.98

High Homburg

[C] Graciously styled Homburg certain to please the men in your life. Glowing sequins accent the cuff brim and a wide grosgrain band points up the high crown. Back bow; sheer Rayon veil. Made of smooth Wool Felt.

15 B 5403—Fits head-sizes 21½ to 23 in. Colors: Black, Brown, Soldier Blue, Gray or Fuchsia. State color wanted. Ship. wt. 14 oz. . . . \$1.98

Per Calot

[D] A thrift-priced calot charmer that will go with all your Fall and Winter outfits. Made of Wool Felt in wonderful colors, with four pixie bows going 'round . . . and each one agleam with gold color nailheads. Popular colors.

15 B 5399—Fits head-sizes 21 to 23 inches. Colors: Black, Brown, Red, Kelly Green, Soldier Blue, Gold or Gray. State color. Ship. wt. 10 oz. . . . \$1.00

Visor Brim

[E] Fascinating is the word for it! Bright nailheads on the visor brim, and in a sunburst-effect with a "jewel" center on the new "blouse" crown. In the center is a gold color woven band and bow. Of Wool Felt.

15 B 5397—Fits head-sizes 21½ to 23 in. Colors: Soldier Blue, Black, Red, Brown, Gold or Kelly Green. State color wanted. Ship. wt. 12 oz. . . . \$1.98

Sparkling Sequins

[F] Picture yourself in this strikingly smart cuff bumper. Beautifully styled of soft Wool Felt with gleaming snowdrop sequins on the crown and the feminine back bows. Felt head clip; Sheer Rayon veil.

15 B 5405—Fits head-sizes 21½ to 23 inches. Colors: Black, Light Coffee, Red, Royal Blue or Kelly Green. State color wanted. Ship. wt. 14 oz. . . . \$1.98



Dressy Felt Bumper

There's so much style and flattery in this Wool Felt bumper. It's high-lighted with unusual designs of nailheads and sequins. Sheer Rayon veil.

15 B 5392—Fits head-sizes 21 to 23 inches. Colors: Black, Navy Blue, Brown, Jungle Green or Fuchsia. State color. Ship. wt. 12 oz. . . . \$1.89

Sporty Pork Pie

Ideal hat to top all of your casual clothes—youthful snap-brim swagger style of fine Wool Felt. The draped nailhead-studded fabric band makes a bright, new accent. Colors: Black, Brown, Navy Blue, Jungle Green or Wine. State color when ordering. Ship. wt. 1 lb. 2 oz.

15 B 5226—Fits heads 21½ to 22¼ in. \$1.69
15 B 5227—Fits heads 22½ to 23¼ in. \$1.69

Snowdrop Sequin Charmer

Such a wonderful gay, light-hearted little bumper—so becoming to everyone. Goes equally well with dressy clothes and suits. Made of soft Wool Felt and has dainty snowdrop sequins flashing here and there. Comes in the most-wanted colors.

15 B 5395—Fits head-sizes 21 to 23 inches. Black, Red, Kelly Green, Royal Blue or Smoke White. State color. Ship. wt. 12 oz. . . . \$1.49



PICTURE PRETTIES

look your loveliest in these glamor felts

Glitter Beton

[G] Lavishly beautiful from every view. The brim of this Beton roller shimmers with a wide band of sequins; loops of Rayon Satin ribbon peek over the top. In fine Wool Felt. Rayon veil.

15 B 5406—Fits head-sizes 21½ to 23 in. Colors: Black, Brown; also Gray with Black; Fuchsia with Black; or Soldier Blue with Black. State color. Ship. wt. 12 oz. **\$2.69**

Flattering Shako

[H] Pretty you, in this high crown shako of smooth Wool Felt. Youthfully styled to show your hairline, and topped with dainty self-material flowers. There's a perky little bow in back for rear-view interest. Filmy Rayon veil.

15 B 5396—Fits head-sizes 21½ to 22½ in. Colors: Black, Brown, Soldier Blue, Wine or Jungle Green. State color. Ship. wt. 14 oz. **\$2.49**

Felt Flowers

[J] Brilliant new bumper with a center cluster of self-material flowers. Smart women favor its high crown and flattering chenille-dotted veil. Made of excellent quality Wool Felt; self band in back.

15 B 5402—Fits head-sizes 21½ to 23 in. Colors: Black, Turf Tan, Navy Blue, Fuchsia or Smoke White. State color. Ship. wt. 14 oz. **\$2.98**

Large Beret

[K] Large, softly draped beret. All eyes will approve it from every angle—stunning from the left side where a large grosgrain rosette glitters with sequins. Of fine Felt Cloth (70% Wool, 30% Cotton).

15 B 5407—Fits head-sizes 21½ to 22½ in. Colors: Black, Brown, Kelly Green, Gray or Soldier Blue. State color. Ship. wt. 1 lb. 2 oz. **\$2.79**

Nailhead Padre

[L] A fashion thrill. Fine Wool Felt padre hat with the new Fall look. The cuff-crown is trimmed with nailheads and three "jeweled" rosettes. Sheer Rayon half-veil. Elastic headband.

15 B 5401—Fits head-sizes 21½ to 23 in. Colors: Black, Kelly Green, Brown, Fuchsia, Royal Blue or Turf Tan. State color. Ship. wt. 13 oz. **\$1.98**

Feathered Profile

[M] A star performer at smart gatherings! Downy maribou feathers tower over the high tucked crown, giving you fashionable height. Made of fine Wool Felt in style-making colors. Self band and side tabs.

15 B 5400—Fits head-sizes 21½ to 22½ in. Colors: Black, Brown, Gray, Jungle Green or Smoke White. State color. Ship. wt. 1 lb. 2 oz. **\$2.98**



Glitter Trim Bumper

Enchanting visor bumper, gay with glamor. Nailhead and sequin designs charm the grosgrain band, finished with side loops. Nicely made of Wool Felt with a comfortable deep crown. Rayon veil.

15 B 5406—Fits head-sizes 21½ to 23 inches. Colors: Black, Brown, Navy Blue, Red or Kelly Green. Be sure to state color when ordering. Ship. wt. 12 oz. **\$1.98**



Pleated Bumper

Style-leading silhouette! There's headline news in our high cuff-brim bumper with its dramatic accordion-pleated brim. Made of All Wool Felt with a large self bow high in back.

15 B 5404—Fits head-sizes 21 to 23 inches. Colors: Black, Lt. Coffee, Kelly Green, Purple, Royal Blue or Gray. State color when ordering. Ship. wt. 14 oz. **\$2.69**



Charming "Platform Bumper"

Grand all-occasion hat of durable Wool Felt. Small crown with grosgrain ribbon trim. Felt bow and back head band. Rayon veil.

15 B 5393—Fits head-sizes 21 to 23 inches. Colors: Black, Brown, Red, Soldier Blue or Kelly Green. State color. Ship. wt. 12 oz. **\$2.29**

NATIONAL BELLAS HESS 21



ALL WOMEN LOVE PRETTY DRESS-UPS

Nailhead-Trimmed Homburg

The ever-popular Homburg style displays new interest with nailhead-trimmed brim and large grosgrain ribbon bow. Flattering Rayon veiling. Fine quality Wool Felt, styled for both dress and casual wear. **Colors:** Black, Brown, Wine, Jungle Green or Gray. State color when ordering. Ship. wt. 1 lb. 2 oz.
15 B 5409—Fits headsizes 22 to 22½ in. \$1.98
15 B 5410—Fits headsizes 22½ to 23¼ in. \$1.98

\$1.98

Gay Feathers and Felt

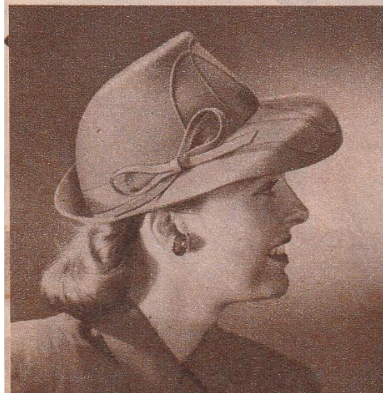
Expert designing skill shows in this forward bumper of fine quality Wool Felt. Expensive-looking iridescent coque feather trim caught with small felt bow. Felt head clip for comfortable fit. Rayon veil.
15 B 5418—Fits headsizes 21½ to 23 inches.
Colors: Black, Brown, Gray, Soldier Blue or Wine. State color when ordering. Shipping wt. 12 oz. **\$3.69**

\$3.69

Sequin-Trimmed Cloche

Charming kettle-brim cloche of fine quality Wool Felt which has dressy novel sequin-trimmed crown and large Rayon Satin bow caught with a gold color metal ornament. Deep, head-hugging back. Rayon veil.
15 B 5412—Fits headsizes 22½ to 24 inches.
Colors: Black, Brown, Wine, Soldier Blue or Jungle Green. State color wanted. Shipping wt. 1 lb. 4 oz. **\$1.98**

\$1.98



YOUTHFUL AND BECOMING LINES FOR WOMEN

Smart Felt Casual

Always in good taste! The classic casual you love with suits and tailored clothes. Fine Wool Felt with novelty stitching on brim and crown, neat band and side bow. **Colors:** Black, Light Coffee, Gray or Soldier Blue. State color. Ship. wt. 1 lb. 4 oz.
15 B 5414—Fits headsizes 22 to 22½ in. \$1.98
15 B 5415—Fits headsizes 23 to 23¼ in. \$1.98

\$1.98

Cuff-Brim Visor

Everything about this hat says it's new—smart! Fashioned of 100% Wool Felt Cloth with novel cuff and slashed brim. Large self-bow on side. Back headband.
15 B 5411—Fits headsizes 21½ to 23 inches.
Colors: Black, Brown, Soldier Blue, Gray, Wine or Jungle Green. State color wanted. Shipping weight 15 oz. **\$2.69**

\$2.69

Sparkling Sequins

Soutache braid and sparkling sequins highlight the front of this forward bumper and end in large fancy pattern on high side. Deep snug-fitting back. All Wool Felt. Rayon veil.
Colors: Black, Brown, Wine, Jungle Green or Soldier Blue. State color wanted. Ship. wt. 12 oz.
15 B 5416—Fits headsizes 21¾ to 22½ in. \$2.98
15 B 5417—Fits headsizes 22¾ to 23½ in. \$2.98

\$2.98

\$2.49

A



22

Sequin Trimmed

98¢

B



C

88¢



SCARFS ARE COSTUME-MAKERS

[A] Sequin-Trimmed Scarf

Add new glamor to any costume with a new scarf. Size: 30 inches square. Ship. wt. 4 oz.
15 B 5023—Sheer Rayon. Sparkling sequins highlight one corner of the floral design. Assorted colorful florals. \$3.49
15 B 5031—Pure Silk without sequins. (Not shown.) Colors: Brown, Black, Red or Kelly Green with harmonizing print. \$1.98

[B] All Wool Plaid or Solid

Smart, versatile, toasty-warm scarf in 100% Wool. Size: 30 inches square. Ship. wt. 4 oz.
15 B 5003—Plaids: Red, Copen Blue, Kelly Green or Brown with harmonizing plaids. 98¢
15 B 5025—Solid Colors: Red, White, Kelly Green, Copen Blue, Black or Brown. Pretty novelty weave pattern. 98¢

[C] All Wool Knitted Fascinator

Soft as a bunny, deliciously warm. All Wool in dainty lacy knit—flattering face-framer.
15 B 5061—White, Pink, Copen Blue, Yellow, Red or Kelly Green. Size: 48 x 18 in. Ship. wt. 6 oz. 88¢



[D]



[E]



[G]



[H]

JAUNTY JUNIORS



[F]

[D] Smart Felt Cloche
The soda set's favorite! Deep-crown classic of fine Wool Felt. Colorful braided felt band and streamers.
15 B 5419—Fits headsizes 21 to 22½ in. Colors: Black, Brown, Red, Kelly Green or Soldier Blue. State color. Shipping weight 13 oz. **\$1.69**

[E] Perky Felt Bumper
Wool Felt bumper style with diamond-shaped nailhead cluster, sunburst stitching.
15 B 5420—Fits headsizes 21 to 22½ inches. Colors: Black, Brown, Red, Kelly Green, Soldier Blue or Smoke White. Shipping weight 9 oz. **\$1.49**

[F] Bright Cotton Square
Bright floral Cotton squares specially processed to be water-repellent and stain-resistant. Color: White ground with multicolor florals. Ship. wt. 4 oz. **89c**
15 B 5067—27 in. sq. **89c**
15 B 5069—31 in. sq. **98c**

[G] Beauty Felt Beret
100% Wool Felt beret. White, Red, Kelly Green, Navy Blue or Gold. Ship. wt. 5 oz.
15 B 5039—With "star" sequins. Headsizes 21½ to 22½ inches. **98c**
15 B 5063—(Not shown.) No sequins. Sizes: Small (fits 19½ to 21 in.); Medium (21½ to 21¾ in.); Large (22 to 22½ in.). **69c**

[H] Warm Gay Hood
70% Felt Wool Cloth, 30% Cotton. Nailheads; contrast lacing; drawstring. Fits all sizes.
15 B 5041—Red with Navy; Brown with Kelly Green; Navy Blue with Red; Kelly Green with Brown. Gray with Black; White with Red. Ship. wt. 4 oz. **\$1.69**

[J] Warm Stocking Cap
Knit Cotton. Pert tassel.
15 B 5033—Fits all head-sizes. Colors: White, Red, Brown, Royal Blue, Kelly Green, all with contrasting stripes. State color. Ship. wt. 6 oz. **88c**



[J]



[K]



[L]



[N]



[P]

HATS FOR GIRLS



[M]

[K] Felt Casual
Cute casual of fine Wool Felt. Grosgrain ribbon band, side bow. Ribbon-laced brim.
15 B 5421—Fits headsizes 21 to 22 in. Navy Blue with Red; or Red with Navy Blue; also solid Wine, Brown or Jungle Green. Ship. wt. 1 lb. 2 oz. **\$1.69**

[L] Popular Felt Beret
Classic beret of Felt Cloth (70% Wool, 30% Cotton).
15 B 5047—Fits headsizes 21½ to 22½ in. Brown, Red, Navy Blue, Kelly Green or White. Shipping weight 4 oz. **\$1.00**

[M] Two-Way Smartie
Snug-fitting visor cap with ear flaps that tie on crown or to wear down on cold days. Front bow studded with gold color nailheads. Felt Cloth (70% Wool, 30% Cotton).
15 B 5425—Fits headsizes 21 to 22 in. Red, Brown, Navy Blue, Gray or Jungle Green. Ship. wt. 12 oz. **\$1.69**

[N] Bewitching Bumper
Wool Felt bumper. Nailhead-studded bows; back band.
15 B 5422—Fits headsizes 21 to 22 inches. Colors: Red, Brown, Navy Blue, Wine or Jungle Green. Ship. wt. 12 oz. **\$1.49**

[P] Saucy Felt Scottie
Wool Felt with side feather, grosgrain ribbon band, bow, streamers. Navy Blue, Brown, Kelly Green or Red. Wt. 12 oz.
15 B 5423—Fits headsizes 19¾ to 20½ inches.
15 B 5424—Fits head-sizes 20¾ to 21½ in. **\$1.49**

[R] Hat and Bag Set
"Dutch" hat and shoulder bag. Lacing, embroidery and Felt trim. Hat fits all sizes. Set is made of Felt Cloth (70% Wool, 30% Cotton). Brown, Navy Blue, Jungle Green, Red or Wine.
15 B 5049—Hat and Bag. Ship. wt. 6 oz. Incl. Gov't tax on bag. **\$2.69**
15 B 5051—The Hat alone. Ship. wt. 4 oz. **\$1.00**



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All Wool . . . Detachable Buckle

Double-duty beauty; wear it with the new belt with the Lucite shield for sports; wear it plain for dress-up — twice as beautiful in this All new Wool Flannel. Inverted front pleat; gathers at each side, front and back, form clusters of unpressed pleats. Zip placket.

6 B 1142—Colors: Black, Navy Blue or Kelly Green. Sizes: 24, 26, 28, 30, 32 inch waist. See size scale on page 25. State color and size. Shipping weight 1 lb. 2 oz. \$4.98

\$4.98

65% Wool . . . Wide Belted Striper

A hit in Striped Flannel (30% new Wool, 20% reprocessed Wool, 15% reused Wool, 30% Rayon, 5% Nylon). Fly front-effect with two unpressed pleats each side; two-button waistband; concealed zip placket. Smart wide matching belt with large self buckle, four belt loops.

6 B 1132—Gray only with White chalk stripes. Sizes: 24, 26, 28, 30, 32 inch waist. See size scale on page 25. State size. Ship. wt. 1 lb. \$2.98

\$2.98

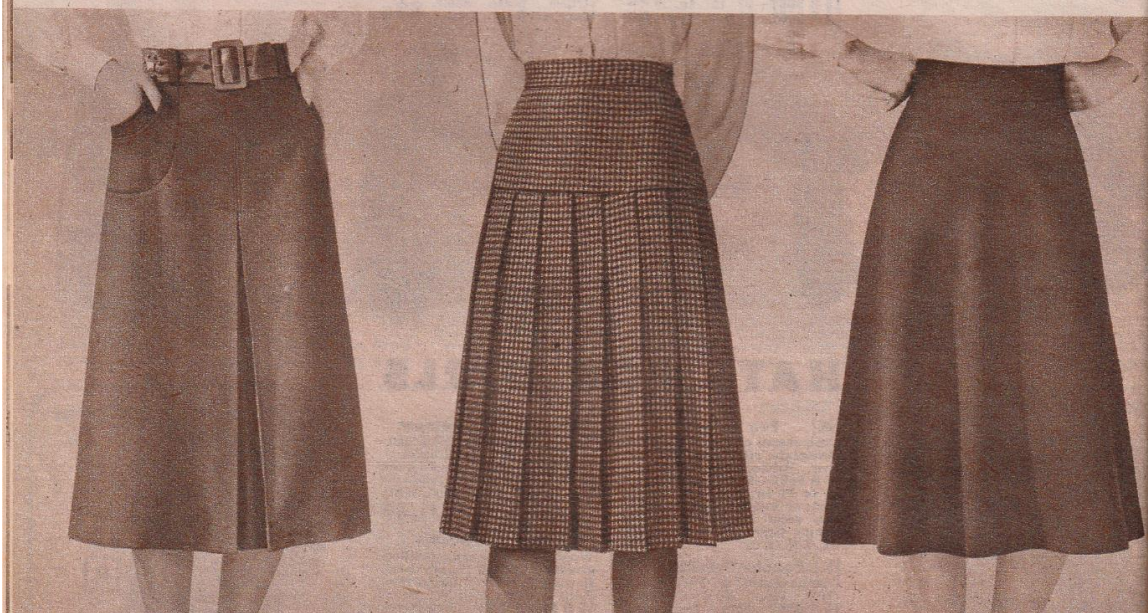
100% Wool . . . All-Around Pleater

Swing and sway in this All Wool Flannel skirt. Fitted and smooth over the hips, full and flaring torso style below the hips. You'll love the beautiful way it's tailored! The fabric is something extra special, too. One-button waistband, zip placket. Perfect with all your blouses.

6 B 1141—Colors: Black, Navy Blue or Green. Sizes: 24, 26, 28, 30, 32 inch waist. See size scale on page 25. State color and size when ordering. Ship. wt. 1 lb. 2 oz. \$3.98

\$3.98

MULTIPLY YOUR WARDROBE WITH SKIRTS



All Wool with Double Pockets

A skirt you just can't get along without! Well tailored of lovely 100% new Wool Flannel. Stitched-down inverted center pleat, and easy-ride 2-gore back; dandy double patch pockets. One-button waistband with belt loops. zip placket. Belt not included.

6 B 1137—Colors: Red, Kelly Green or Black. Sizes: 24, 26, 28, 30, 32 inch waist. See size scale on page 25. State color and size. Ship. wt. 1 lb. 2 oz. \$3.49

\$3.49

Checks and Pleats in 45% Wool

Check, and double check! Torso skirt with all-around knife-pleats. Handsome in 25% new Wool, 20% reused Wool, 55% Rayon. The swing-out pleats are the newest thing this season. One-button waistband; concealed zip placket.

6 B 1100—Colors: Black-and-White; or Brown-and-White checks. Sizes: 24, 26, 28, 30, 32-inch waist. See size scale on page 25. State color and size wanted when ordering. Shipping weight 1 lb. 2 oz. \$2.98

\$2.98

Graceful Swing Skirt in All Wool

A figure-flatterer — slim and trim — with lots of flare. Tailored with bias front and 2-gore bias-cut back in beautiful soft drape All new Wool Flannel. Flatters every figure, appeals to every taste — and goes everywhere from day to date, day or night. One-button waistband, zip placket. For tailored or frilly blouses!

6 B 1143—Colors: Black, Red, or Copen Blue. Sizes: 24, 26, 28, 30, 32-inch waist. See size scale on page 25. State color and size wanted when ordering. Ship. wt. 1 lb. 2 oz. \$2.98

\$2.98



THE FALL SKIRT STORY

wide belts...swinging pleats
exciting side drapes
smart, serviceable fabrics

100% Wool... All-Around Pleater

Swing and sway in this All Wool flannel skirt. Fitted and smooth over the hips, full and flaring torso style below the hips. You'll love the beautiful way it's tailored! The fabric is some extra special, too. One-button waistband, zip placket. Perfect with all your blouses. **\$3.98**

Side-Draped Rayon Faille

Wear this dramatic draped pleat-effect skirt with your simplest, most feminine blouses. It's delightfully flattering in this dressy Rayon Faille. One-button waistband, zip placket. You'll love the chic slit in the front! **\$2.98**

Draped Alpaca-Weave Rayon

Pretty and dressy, this side-draped skirt in exciting wrap-around style in luxurious Alpaca-weave Rayon, a firm-bodied Crepe. Neat two-button closing; one button concealed at the right holds the under-pleat securely in place. **\$3.98**

Colors: Black, Navy Blue or Green. Sizes: 24, 26, 28, 30, 32 inch waist. See size scale below. Be sure to state color and size when ordering. Shipping weight 1 lb. 2 oz. **\$3.98**

Colors: Brown, Black or Navy Blue. Sizes: 24, 26, 28, 30, 32 inch waist. See size scale below. Be sure to state color and size when ordering. Shipping weight 1 lb. 2 oz. **\$2.98**

Colors: Black, Melon Rose, Navy Blue or Luggage Tan. Sizes: 24, 26, 28, 30, 32-inch waist. See size scale below. State color and size. Shipping weight 1 lb. 2 oz. **\$3.98**

WITH SKIRTS...YOU'LL LIVE IN THEM



Graceful Swing Skirt in All Wool

A figure-flatterer—slim and trim with lots of flare. Tailored with bias front and 2-gore bias-cut back in beautiful soft drape All new Wool Flannel. Flatters every figure, appeals to every taste—and goes everywhere from day to night. One-button waistband, zip placket. For tailored or frilly blouses! **\$2.98**

SLIM STYLES IN MISSES' AND WOMEN'S SIZES

Great value here! Smartly tailored 8-gore skirt with a one-button waistband; zip placket. All new Wool (40% Reused Wool, 15% Rayon, 45% Cotton). Gray, Brown or Navy Blue. **\$1.98**

New, new fan pleats! They're the very latest fashion scoop. So wonderful, too, in this All New Wool Crepe of very fine quality. Carefully tailored, with three gores in front and two in back to give a whirly-twirly swing! Three fan pleats in front and a kick pleat in back. One-button waistband; zip placket. Colors: Navy Blue, Black, Gray or Kelly Green. See size scales at right. State color and size wanted. **\$4.49**

BOX-PLEATED CLASSIC

In All Wool or 50% Wool

Favorite of all time—the box-pleater in two fine quality fabrics. The swingy box pleats in front are stitched down—keep their press. Kick pleat in back. One-button waistband; zip placket. Sizes: 24, 26, 28, 30, 32-inch waist. See size scales below. State color and size when ordering. Shipping weight 1 lb. 2 oz.

6 B 1139—Warm, durable blend of 5% new Wool, 17% reprocessed Wool, 28% re-used Wool, 19% Rayon, 31% Cotton. Colors: Gray, Navy Blue or Brown. **\$3.98**

6 B 1138—Finer quality—All new Wool Flannel. Colors: Black, Kelly Green or Brown. **\$3.98**

In 50% Wool **\$2.98**

In 100% Wool **\$3.98**

SIZE SCALE FOR SKIRTS

To fit Waist	To fit Hips	Length
MISSES' SIZES		
24	35	26¼ in.
26	36½	26½ in.
28	38	26¾ in.
30	40	27 in.
32	42	27¼ in.
WOMEN'S SIZES		
34	44	28 in.
36	46	28½ in.
38	48	29 in.
40	50	29¼ in.

NATIONAL BELLAS HESS 25

NEW FALL BLOUSES

to pair with suits,
skirts and slacks



\$1.98
A



\$1.98
B



\$2.49
C



\$1.49
UP
E



\$1.29
UP
F



\$2.98
D

[A] Smartly Tucked

The perfect complement to your new suits and skirts. This lovely Fuji Rayon Crepe blouse has a becoming jewel neckline and a stunning tucked, pleated front. Short sleeves with make-believe cuffs. Closes in back with buttons.
6 B 1055—Colors: White, Pink or Aqua. Sizes: 32 to 40 bust. State color and size when ordering. Ship. wt. 10 oz.\$1.98

[D] Detachable Jabot

Charming blouse to wear two ways — as a tailored button-front beauty with soft bow neck, or attach the ruffled jabot (by means of three concealed buttonholes) and it's a frilly dater. In two fine fabrics. Colors: White, Pink or Black. Sizes: 32 to 44 bust. State color and size. Ship. wt. 14 oz.
6 B 1001—Lustrous Rayon Satin.\$2.98
6 B 1031—Fine Rayon Crepe.\$2.98

[B] \$2.98 Value

What a sensational buy! This lovely blouse sells in many stores for much more. Beautifully made of good quality Fuji Rayon Crepe with button front. Has soft bow tie neckline, gathered yoke front and short sleeves with make-believe cuffs.
6 B 1056—Colors: White, Pink or Mauve. Sizes: 32 to 40 bust. State color and size. Shipping weight 12 oz.\$1.98

[E] Cotton or Rayon

A tailored treasure with your favorite details: becoming notched collar, button-cuff long sleeves, and roomy yoke back. Perfect with your slacks and tailored skirts. Sizes: 32 to 44 bust. State color and size. Ship. wt. 12 oz.
6 B 1018—Good quality Cotton. Colors: White or Rose.\$1.49
6 B 1017—Fine quality Fuji Rayon Crepe. Colors: White, Pink or Aqua.\$2.98

[C] Detachable Bow

Our enchanting Rayon blouse is two-faced. You can wear it plain or adore its sweet round neck edged with delicate Cotton lace; or you dress it up with the detachable Cotton lace "butterfly" bows. It's honey either way.
6 B 1057—Colors: White, Pink or Light Blue. Sizes: 32 to 38 bust. State color and size. Ship. wt. 12 oz.\$2.98

[F] Choice of Fabric

You'll always look smart in this tailored classic. It's well tailored, with short sleeves, stitched cuffs, pocket. Comfortable yoke back is cut for action. Sizes: 32 to 44 bust. Ship. wt. 10 oz.
6 B 1020—Durable Cotton. Colors: White or Rose.\$1.49
6 B 1019—Smooth Rayon Crepe. Colors: White, Pink or Light Blue.\$1.98



\$2.98
UP
G

Sizes
32 to 48



\$2.98
UP
H

**TAILORED
OR FRILLY**
wardrobe builders
that go everywhere

\$2.98
UP
J

Sizes
32 to 48



\$2.98
K



\$2.98
L



[G] Tucks 'n' Pleats
Like tucks and pleats
like this rich Rayon
blouse something
extra special. The be-
coming collar ties in a
demure bow. Pearl-like
buttons for front clos-
ure. Long button cuff
sleeves. Colors: White,
Pink or Black. State
color and size. Ship.
wt. 14 oz.
6 B 1061—Sizes: 32 to
40 bust.....\$2.98
6 B 1062—Sizes: 42 to
48 bust.....\$3.49

[K] Pretty Scallops
Twenty little scallops
give the Peter Pan col-
lar an adorable "bib"
like this sweetheart.
You'll love everything
about it. Skillfully made
in full Rayon Crepe
with short sleeves,
Coral-like buttons, and
an irresistible Rayon
bow tie.
6 B 1059—White or Pink.
Colors: 32 to 40 bust.
State color and size.
Ship. wt. 10 oz.....\$2.98

[H] Dainty Lace Edging
Button-front charmer
with dainty cotton lace
edging. Long sleeves; but-
ton cuffs. Ship. wt. 14 oz.
In Rayon Crepe. Colors:
White, Pink or Black.
6 B 1063—Misses' Sizes:
32 to 40 bust.....\$2.98
6 B 1064—Women's Sizes:
42 to 48 bust.....\$3.49
In Rayon Satin. Colors:
White or Pink.
6 B 1065—Misses' Sizes:
32 to 40 bust.....\$2.98
6 B 1066—Women's Sizes:
42 to 48 bust.....\$3.49

[L] Push-Up Sleeves
My — how they'll sit up
and take notice when you
wear this news-maker.
Just look at those wide,
wide push-up sleeves, that
jewel neckline. Two Cot-
ton lace medallions grace
the front. Of luxurious
Rayon Crepe. Button-
back closing. You'll wear
it from desk to date.
6 B 1058—Colors: White
or Pink. Sizes: 32 to 40
bust. State color, size.
Ship. wt. 12 oz.....\$2.98

[J] Ruffly Rayon Crepe
A stunning striped
blouse that is as flatter-
ing as can be! The ruf-
fled jabot and ruffled
cuffs on long sleeves
add that feminine
touch. Of rich French-
type Rayon Crepe.
Colors: Red, Blue or
Green stripes on White.
State color and size.
Ship. wt. 14 oz.
6 B 1069—Sizes: 32 to
40 bust.....\$2.98
6 B 1070—Sizes: 42 to
48 bust.....\$3.49

[M] Lacy Glamor
Gorgeous blouse that
invites sweet music,
soft lights... romance.
Superbly made of soft
Rayon with seven cot-
ton lace medallions
across the front; lace
medallions edge the
leg-o'-mutton sleeves.
Back-button closing.
6 B 1060—Colors:
White or Black. Sizes:
32 to 40 bust. State
color and size. Ship. wt.
12 oz.....\$4.98

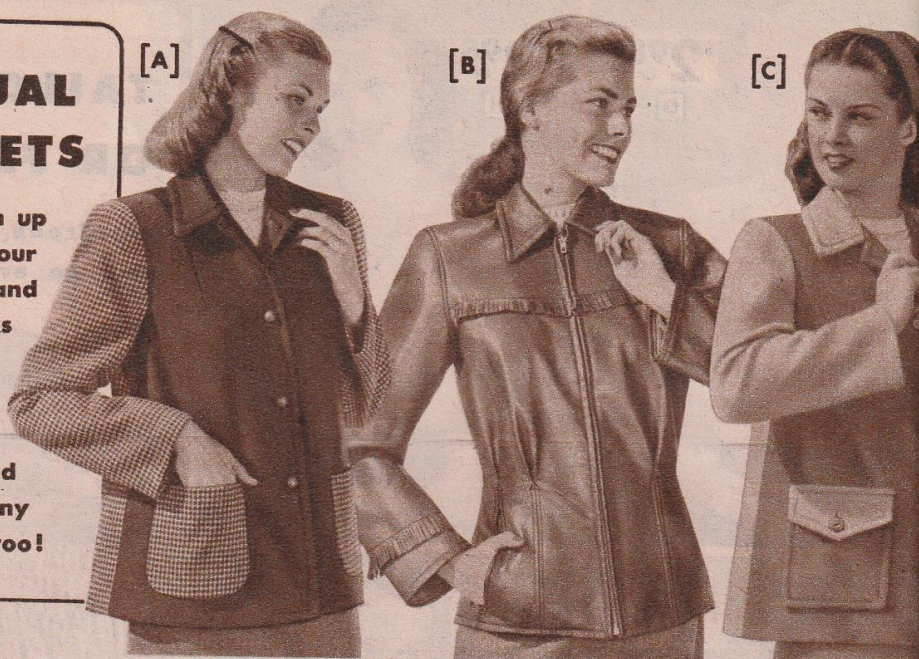


\$4.98
M

CASUAL JACKETS

to team up
with your
skirts and
slacks

tagged
with tiny
prices, too!



[A] Checked and Solid

Popular leisure jacket cut for casual comfort. Big patch pockets, 3 leather-like buttons. Fully Rayon lined. Checked back, sleeves and pockets of 45% Wool, 55% Rayon. Solid Shetland-type front—37% new Wool, 13% reused Wool, 50% Rayon.
6 B 1312—Red with Black-and-White checks, or Brown with Brown-and-White checks. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). Ship. wt. 1 lb. 14 oz. \$6.98

\$6.98

[B] Capeskin Leather . . . Lined

Good-looking "frontier" style jacket of hale and hardy Capeskin Leather that's almost impossible to wear out. Toasty warm, with plaid Cotton Flannel lining, and fashion-right year after year. Front yoke and sleeves have fringe trim. Concealed slip closing opens all the way. Waist-whittling darts.
6 B 1314—Brown only. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). Ship. wt. 2 lbs. 14 oz. \$12.98

\$12.98

[C] Soft Two-Toner

It's a wonderful wardrobe-stretcher, this two-tone jacket. Team it with skirts or slacks to make an outfit. Wear it over your casual frocks. Smoothly tailored of soft Rayon Fleece . . . bright color front with Beige Fleece . . . collar, pocket flaps. Leather-like trim. Priced low enough for your budget.
6 B 1313—Red or Green, each with Beige. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color, size. Ship. wt. 1 lb. 9 oz. \$3.98

\$3.98

\$7.98



\$5.98



\$3.98



Newest Flare-Back Shorty

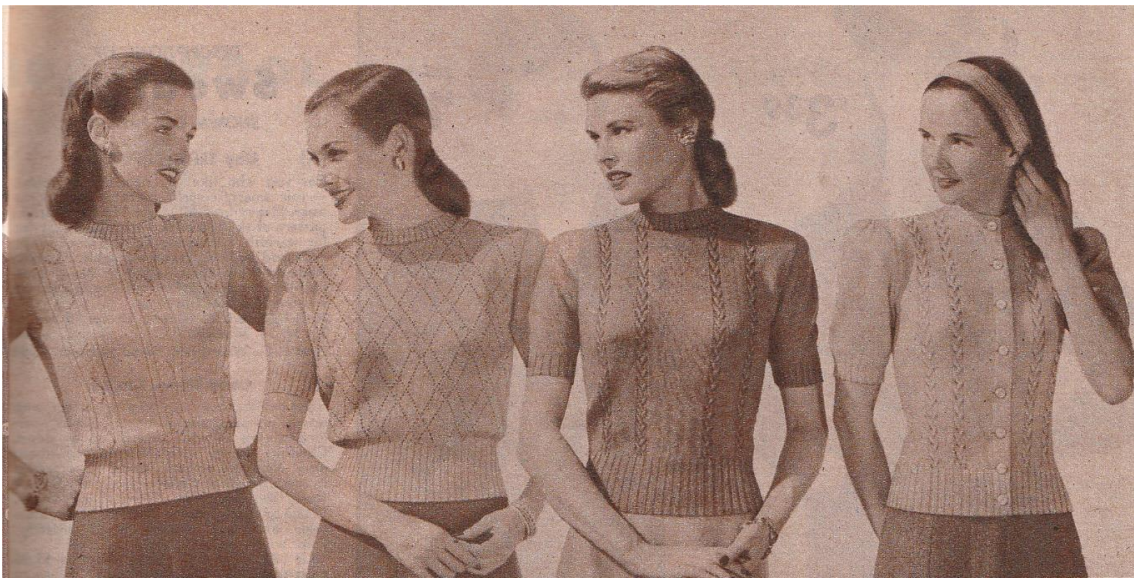
This wonderful flare-back shorty knows no season. For brisk days ahead team it with skirts to make a suit, wear it with slacks and dresses. When Spring comes, it's an all-purpose topper. All this for such a modest price! All new Wool Flannel, fully Rayon lined. Two slit pockets; double-breasted effect, with 8 silver-like buttons. Notched collar.
6 B 1311—Colors: Red, Navy Blue, Gray or Kelly Green. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). Shipping weight 1 lb. 9 oz. \$7.98

Sturdy Pinwale Corduroy

Your favorite pinwale Corduroy jacket gets high credits on the campus . . . for "rough 'n' ready" sports wear. You'll wear this jacket the year 'round. Expertly tailored on clean-cut lines. Has 2 big patch pockets for plenty of "storage space." Notched collar and revers; one simulated flap breast pocket; 3 leather-like buttons for closing. Seam in center back; open bottom vent. Unlined. Shoulder pads.
6 B 1315—Brown, Green or Navy Blue. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). Ship. wt. 1 lb. 6 oz. \$5.98

Pilot-Styled . . . Thrifty!

Three-button pilot jacket cut on classic lines. Easy to wear . . . easy to mix with other wardrobe "separates." Trimly tailored of Part W Shetland-type—37% new Wool, 13% reused Wool, 50% Rayon. Rayon-lined yoke; rose patch pockets; button-trimmed simulated breast pockets. Notched collar. Front and back darts for smooth fit. Terrific value—priced enough for the smallest budget.
6 B 1316—Colors: Navy Blue, Green or Brown. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color, size. Ship. wt. 1 lb. 6 oz. \$3.98



WOMEN'S 100% WOOL BLOUSE-TYPE SWEATERS

Leaf Pattern
You'll love the heavenly softness of this All Wool blouse-styled pull-over sweater. Knit in a beautiful leaf pattern. Comfortable short sleeves, firm rib knit neck, cuffs and bottom. Grand blend with skirts or slacks.
20 B 146—Colors: California Rose, Sea Green, Aqua Blue or White. **Sizes:** 32 to 38 bust. Be sure to state color and size wanted. Ship. wt. 14 oz. **\$1.98**

Choice
\$1.98
EA.

Diamond Designs
A wonderful buy in All new Wool—outstanding because of the new diamond design that gives it such an expensive look! Short sleeves, rib-knit cuffs, neck and bottom. You'll love the flattering fit, too.
20 B 147—Colors: Silver Gray, Black, Ciel Blue or California Rose. **Sizes:** 32 to 38 bust. Be sure to state color and size wanted when ordering. Ship. wt. 14 oz. **\$1.98**

Cable-Front Slip-on
Brand new, and attractive, too, is this smart cable-front slip-on. Four rows of cables that look hand-knit give such a smart, flattering line. Delightfully soft 100% virgin Wool that's so comfortable with rib-knit neck, cuffs and bottom.
20 B 148—Colors: Ciel Blue, White, Black or Maize. **Sizes:** 32 to 38 bust. State color and size wanted. Ship. wt. 14 oz. **\$1.98**

Cable Front Cardigan
Your favorite cardigan dressed up with four smart cable-stitch panels in front. Firmly knit of fine, soft 100% Zephyr Wool with half-sleeves, rib-knit neck and bottom. Inner grosgrain band button front.
20 B 149—Colors: Ciel Blue, White, Black or Maize (Sun Yellow). **Sizes:** 32 to 38 bust. State color and size wanted. Ship. wt. 1 lb. 2 oz. **\$2.49**



GIRLS' 100% WOOL CLASSICS

Gay and Pretty!
Smart novelty knit sweater of soft 100% virgin Wool with long sleeves, wide neck, cuffs and bottom. In colors that are new and becoming. A grand sweater for school or play.
20 B 155—Colors: Jockey Red, Kelly Blue or Kelly Green. **Sizes:** 8 to 16 (to fit 28 to 36 chest). State color and size wanted. Ship. wt. 14 oz. **\$1.98**

Choice
\$1.98
EA.

Boxy Checks
Smart boxy check stitch in fine 100% virgin Wool—looks hand-knit. Every girl loves the bright, attractive colors, the smooth, flattering fit. Warm long sleeves, rib-knit neck, cuffs and bottom.
20 B 156—Colors: Ciel Blue, Kelly Green or Jockey Red. **Sizes:** 8 to 16 (to fit 28 to 36 chest). State color and size wanted when ordering. Ship. wt. 14 oz. **\$1.98**



SMART STRIPERS FOR WOMEN

Heavy Knit 100% Wool
It's new, it's different, it's for you! Heavy link stitch in All Wool Worsteds, looks hand-knit! Colorful Red and Blue stripes on snowy White—grand for slacks, brightens up your wardrobe. Rib knit neck, cuffs and bottom.
20 B 167—Color: Red-and-Blue stripes on White only. **Sizes:** 34 to 40 bust. State size wanted. Ship. wt. 1 lb. 2 oz. **\$1.98**

Cotton Blazer
Rib knit overblouse. Extra long length. Fast color Cotton. Saddle shoulders, short sleeves.
20 B 119—Maize-and-Brown; Navy Blue-and-White; Red-and-White; or Brown-and-White. Sizes: Small (12 to 14); Medium (16 to 18); or Large (20). Ship. wt. 12 oz. \$1.98

NATIONAL BELLAS HESS 29



HEAVY KNIT COAT STYLE

... for real Winter comfort. Wear it chilly mornings around the house, or for added warmth under your coat. Heavy-knit cardigan with double roll shawl collar, two pockets, ribbed cuffs. In long-wearing 97% Wool (50% virgin Wool, 47% reused Wool, 3% other fibers). Hand washable.

20 B 112—Navy Blue, Black or Maroon. Sizes: 34 to 46 bust. State color and size. Ship. wt. 1 lb. 14 oz. \$3.39

THRIFTY WINTER CARDIGAN

Wonderful value in a warm practical sweater. Trim cardigan in a sturdy flat rib knit that will hold its shape. Attractive V-neck style. Well made of 65% Wool (35% virgin Wool, 30% reused Wool), 20% Cotton, 15% Rayon. Two handy pockets; snug rib-knit cuffs. Hand washable.

20 B 115—Maroon or Navy Blue. Sizes: 34 to 46 bust. State color and size when ordering. Ship. wt. 1 lb. 8 oz. \$1.98



V-Neck Style

\$3.98

Collar Style

\$4.49

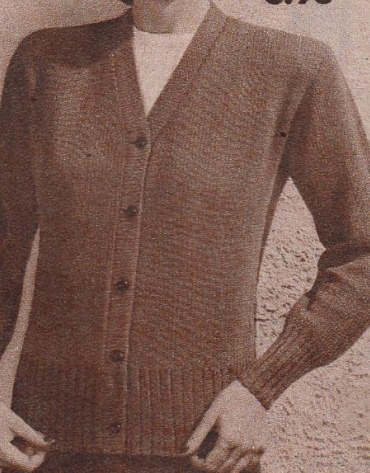


Sizes 36 to 44

\$3.59

Sizes 46 to 52

\$3.98



RIB-KNIT WORSTED

You'll get so much wear out of this smart, extra warm sweater. Made of rib-knit pre-shrunk All Wool Worsted yarns and shaped to fit. Two pockets; reinforced neck seams. Choice of neckline. Hand washable. Colors: Navy Blue, Wine or Black. Sizes: 34 to 44 bust. State color, size. Ship. wt. 1 lb. 8 oz.

20 B 125—With two-way notched collar. \$4.49
20 B 126—With classic V-neck. \$3.98

WARM, HEAVY SHAKER KNIT

Soft All Wool cardigan that is flattering and sensible. Knit in a close heavy Shaker stitch that looks hand done. Five-button front with popular V-neck. Snug-fitting ribbed waistband and cuffs. Full cut shoulders. Hand washable. Colors: Black, Navy Blue, Wine or Alpine Rose. Shipping weight 1 lb. State color and size.

20 B 127—Sizes: 36 to 44 bust. \$3.69
20 B 140—Sizes: 46 to 52 bust. \$3.98

DESCRIPTIONS OF Sweaters

SHOWN ON PAGE 31

[A] Gay Ski-Style Pullover

For you who like the new and different—this smart, colorful sweater for sports wear. Heavy-knit All virgin Wool in a bright pattern of ski figures and snowflakes. Styled for warmth, with snug-fitting ribbed neck, cuffs and bottom. Hand washable. Colors: Red-and-White combination; or Navy Blue-and-White combination. State color and size wanted. Ship. wt. 1 lb. 6 oz.

20 B 132—Girls' Sizes: 10 to 16 (to fit 30, 32, 34, 36 chest) \$3.69
20 B 131—Women's: 34 to 40 bust. \$3.98

[B] Long-Sleeve Classic

Your beloved boxy slip-over—perfect with skirts, jumpers, slacks. Loose, casual lines; long sleeves to wear pushed up or down. Carefully made, with hand-looped ribbed neck, cuffs and bottom. You'll want several in these beautiful Colors: American Beauty Rose, Blossom Blue, White, Lime Green, Maize or Black. Sizes: 32 to 40 bust. State color and size wanted when ordering. Ship. wt. 14 oz.

20 B 129—Fine 100% Wool Worsted. \$1.98
20 B 102—Soft All Wool Zephyr. \$2.73

[C] Popular Cardigan

Add sparkling variety to your wardrobe. Team your cardigan with a slip-over sweater in luscious mixed or matched colors. This long-sleeved boxy cardigan has expensive details. Hand-looped shoulders, ribbed neck, cuffs and bottom. Lustrous grosgrain inner band with pearl-like buttons. Hand washable. Colors: American Beauty Rose, Blossom Blue, White, Lime Green, Maize or Black. Sizes: 32 to 40 bust. State color and size. Ship. wt. 1 lb.

20 B 130—100% All Wool Worsted. \$2.49
20 B 101—Soft 100% Wool Zephyr. \$2.98

[D] Winter Favorite

You'll be a "cute trick" in this cozy turtle-neck sweater and matching pompon cap. It's the ideal outfit for outdoor cold weather fun. Soft, sturdy All Wool Worsted in a heavy Shaker knit. Firm, neat ribbed turtle neck, cuffs and bottom. Hand washable. 20 B 123—White, Royal Blue, Jockey Red, Kelly Green or Silver Gray. Sizes: 6, 8, 10, 12, 14 and 16 (to fit 26, 28, 30, 32, 34, 36 chest). State color and size wanted. Shipping weight 1 lb. 4 oz. \$2.73

20 B 124—Pompon cap to match. Colors as above. Fits any size. State color wanted. Ship. wt. 4 oz. .69

[E] Brilliant Stripes

Youthful pullover that girls adore. Smartly styled with two wide contrasting color stripes and ribbed crew neck. Extra warm—our heaviest All Wool Worsted Shaker knit. Close-fitting ribbed cuffs and bottom. Hand washable.

20 B 134—Red with White and-Blue stripes or White with Red and-Blue stripes. Sizes: 8, 10, 12, 14, 16 (to fit 28, 30, 32, 34, 36 chest). State color, size. Ship. wt. 1 lb. \$2.61

20 B 135—Pompon Cap to match. Colors Red or White. Fits any size. State color. Ship. wt. 6 oz. .69

[F] Slip-Over Smoothie

Extra long casual—a smart boxy style knit of warm, soft 100% pure virgin Wool. Long sleeves to wear pushed up or down. Ribbed neck, cuffs and bottom. Hand washable.

20 B 150—American Beauty Rose, Lime Green, Maize, Blossom Blue or Jockey Red. Sizes: 6, 8, 10, 12, 14, 16 (to fit 26, 28, 30, 32, 34, 36 chest). State color and size wanted. Ship. wt. 12 oz. \$1.98

[G] Soft Cardigan

Warm, care-free cardigan—wonderful for all around wear. Mate with your slip-over sweaters for striking combinations. Nicely made of kitten-soft 100% Wool Zephyr. Inner grosgrain banding with matching buttons. Smooth-fitting ribbed neck, cuffs and bottom. Extra long length. Hand washable. 20 B 151—Blossom Blue, American Beauty Rose, Kelly Green or Brown. Sizes: 8, 10, 12, 14, 16 (to fit 28, 30, 32, 34, 36 chest). State color, size. Ship. wt. 14 oz. \$2.73

100% WOOL SWEATER BEAUTIES

DESCRIPTIONS
ON PAGE 30



NORWEGIAN SKI PATTERN

For Girls **\$369**
For Women **\$398**

LONG BOXY CASUALS IN GORGEOUS COLORS

Worsted	Zephyr	Worsted	Zephyr
\$198	\$279	\$249	\$298

100% WOOL SWEATERS FOR GIRLS

DESCRIPTIONS
ON PAGE 30



Each Cap
69¢
Extra

SNUG TURTLE NECK

Classic
Heavy Knit **\$279**

NEW CAMPUS HIT

Heavy
Shaker Knit **\$259**

SOFT SLIP-OVER

Long-Sleeve
Classic **\$198**

BOXY CARDIGAN

Zephyr
Wool **\$279**

31



100% WOOL HOLLYWOOD-STYLED SADDLE-SHOULDER SOFTIES

Long Sleeve Slip-On. Figure flattery in baby-soft 100% Wool Zephyr. New, expensive details in the high ribbed neckline, saddle shoulders and pleated puffed long sleeves. Ribbed cuffs and bottom. Comes in seven glorious colors.
20 B 135—Silver Gray, American Beauty, Maize, Blossom Blue, White, Black or Lime Green.
Sizes: 32 to 40 bust. State color and size.
 Shipping weight 1 lb. 2 oz. **\$2.98**

Slip-On Blouse. A smooth lovely, at a tiny price. Fine virgin Wool styled with the latest saddle shoulders and pleated puffed short sleeves. Long ribbed waist fits snugly. Perfect with slacks, skirts and jumpers.
20 B 110—American Beauty, Maize, Blossom Blue, White, Black, Silver Gray or Lime Green.
Sizes: 32 to 40 bust. State color and size.
 Shipping weight 12 oz. **\$1.98**

Long Cardigan. So smart and becoming in soft, cozy-warm All Wool Zephyr. Has the fashionable saddle shoulders and pleated puffed long sleeves. Ribbed cuffs and bottom. Inner grosgrain band. Ideal to mix and match with slacks and skirts.
20 B 128—Lime Green, American Beauty, Maize, Blossom Blue, White, Black or Silver Gray.
Sizes: 32 to 40 bust. State color and size.
 Shipping weight 1 lb. 2 oz. **\$3.19**



\$2.98

**Slip-On
\$1.98**

**Cardigan
\$2.98**

**Twin Set
\$4.95**



**All Wool
Worsted
\$2.98**

**Hat
79¢
Extra**

ZEPHYR-SOFT 100% WOOL FAVORITES

Dressy Fitted Cardigan. Add sparkle to your wardrobe with this rich-looking novelty knit cardigan with leaf design front. Attractively styled with ribbed cuffs, bottom and crew neck. Inner grosgrain band. You'll love the smooth, slenderizing fit of this soft All Wool Zephyr.
20 B 133—California Rose, Silver Gray, Sea Green or Mission Blue. **Sizes: 32 to 38 bust.**
 State color, size. Shipping weight 14 oz. **\$2.98**

32 NATIONAL BELLAS HESS

Luscious Match Mates. Pullover and cardigan in 100% Wool Zephyr with new fancy ribbed neck and yoke. **Colors:** Blossom Blue, American Beauty, California Brown, Lime Green, Black or Silver Gray. **32 to 40 bust.**
20 B 136—Slip-over. Puffed short sleeves. State color and size. Ship. wt. 12 oz. **\$1.98**
20 B 137—Cardigan. Long sleeves; button front. State color and size. Ship. wt. 14 oz. **\$2.98**
20 B 141—Twin Set. Cardigan and matching slip-over. Ship. wt. 1 lb. 10 oz. **\$4.95**

COZY-WARM TURTLE NECK

Heavy Shaker Knit. Just made for outdoor winter fun. Warm sweater of soft yet sturdy 100% All Wool Worsted at a thrift price. Snuggly ribbed turtle neck, cuffs and bottom. Makes a dashing sports outfit with the pom-pom cap pictured. Match or contrast the colors.
20 B 106—White, Mission Blue, Kelly Green, Jockey Red or Silver Gray. **Sizes: 32 to 40 bust.**
 State color and size. Ship. wt. 1 lb. 8 oz. **\$2.98**
20 B 107—Pom-pom Cap. Fits any size. Color as above. State color. Ship. wt. 4 oz. **79¢**



"GO-EVERYWHERE" BLOUSE BEAUTIES

WHIPPED CREAM-SMOOTH RAYONS

[A] Precious Orchid . . . All for You
We'd like to pin an orchid on you . . . and what a luscious beauty it is! Just see how it glorifies this charming blouse. Beautifully made of rich pebbly finish Rayon Sandgrain Crepe, with a saucy Peter Pan collar and short sleeves with turn-back cuffs. Button back closing. Grand with all your skirts and slacks.
6 B 1053—White only. Sizes: 32 to 38 bust. State size when ordering. Ship. wt. 12 oz. . . . \$2.98

[B] Stunning Quilted Button-Fronter
This fine Rayon Crepe beauty leads a busy life. Its high-fashion styling makes it equally beautiful at a dinner date or behind a desk. You'll love the deep quilting on the smart pointed collar and front yoke; and look—even the long sleeves have quilted button-cuffs for added appeal.
6 B 1052—Colors: Chartreuse, White or Pink. Sizes: 32 to 40 bust. State color and size. Ship. wt. 1 lb. . . . \$3.98

[C] Peplum and Bows on Our Draped Siren
The compliments will come in a rush when you step out in this enchanting Rayon Crepe model. The exciting overblouse styling is new—terrific! It makes a glamorous outfit with any skirt. The draped side-swept neckline ties into a striking bow; a hip-slimming peplum gently drapes into a bow at the side. Button side closing and back neck opening. A glorious addition to your wardrobe.
6 B 1051—Colors: White, Gray or Black. Sizes: 32 to 40 bust. State color and size. Ship. wt. 1 lb. . . . \$3.49

PLAID 'N' PLEATS IN 100% WOOL

\$3.98

The fashion headlines say trim belted lines . . . soft pleats . . . brilliant plaids. Here are all three in a honey of a skirt, wonderfully styled of warm 100% Wool in attractive basket weave. The wide waist-hugging belt pulls in your middle to give you the slim lines you love. Three unpressed pleats front and back. Concealed slip closing. A perfect mate to your blouses and sweaters.

6 B 1129—Colors: Red-Blue-and-White or Brown-Blue-and-White plaid. Sizes: 24, 26, 28, 30. 32-inch waist. See size scale on page 25. State color and size. Ship. wt. 1 lb. . . . \$3.98



LIVELY JACKET AND SLIT SKIRT IN 100% WOOL

Curve-Hugging Jacket

Here's a snappy wardrobe-mixer with super sleek lines. A real news-maker with its smart stripes on White and its pretend flap pockets. Shiny bright silver color metal buttons add sparkle to the front and button-cuffs. Back has center seam and a waist dart at each side for figure-perfect fit. Marvelously Tailored in 50% Wool Flannel (35% new Wool, 15% Reprocessed), 50% Rayon. Rayon-lined throughout.
6 B 1310—Colors: Brown or Black stripes on White ground. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size wanted. Ship. wt. 1 lb. 8 oz. \$7.98



"Slim-as-a-Need" Skirt

The sweetest bit of skirt perfection you've seen in many a moon. Beautifully tailored of rich 100% new Wool on pencil-slim lines. It features the newest skirt rave—a slit at each side for a free-swinging stride. Has a gored front, one-button waistband and concealed zip closing. It's an all-occasion hit that goes equally well with your feminine or tailored blouses. Here's a tip—it's terrific with the striped jacket above!
6 B 1128—Colors: Brown, Black or Green. Sizes: 24, 26, 28, 30, 32-inch waist. See size scale on page 25. State color and size. Ship. wt. 1 lb. . . . \$3.98



Shirt
\$2.98
Slacks
\$3.98
[A]



Blouse
\$2.98
Slacks
\$2.98
[B]



Blouse
\$2.98
Slacks
\$2.98
[C]



Shirt
\$3.79
Dungarees
\$1.98
[D]

SLACK AND SHIRT HITS

[A] **The Shirt.** Tailored of fine Rayon. Gathered yoke back, long sleeves, button cuffs.
6 B 1048—Red or Blue Plaid. Sizes: 32 to 40 bust. State color and size. Ship. wt. 12 oz. \$2.98

The Slacks. Man-tailored on trim, feminine lines. Waistband; concealed zip placket. Belt not included. Sizes: 24 to 32 waist. Ship. wt. 1 lb. 8 oz.
6 B 1210—Rayon Gabardine. Navy Blue, Brown, or Black. \$3.98
6 B 1211—100% Wool. Green, Navy Blue, Black. \$3.98

[B] **Blouse** of French-type Rayon Crepe. Red embroidered design on pocket. Button cuffs.
6 B 1049—White only. Sizes: 32 to 40 bust. State size. Ship. wt. 12 oz. \$2.98

The Slacks. Fabric is 25% new Wool, 20% reused Wool, 55% Rayon. Waistband; concealed zip placket. Belt not included.
6 B 1212—Black-and-White or Brown-and-White checks. Sizes: 24 to 32 waist. State color, size. Ship. wt. 1 lb. 8 oz. \$2.98

[C] **The Blouse.** 50% Wool, 50% Cotton Jersey. Bright contrasting color front yoke.
6 B 1050—Black with Green; or Brown with Gold. Sizes: 32 to 40 bust. Ship. wt. 12 oz. \$2.98

The Slacks. Fabric is 15% new Wool, 27% reused Wool, 23% reprocessed Wool, and 35% Rayon. Waistband; concealed zip placket. No belt.
6 B 1213—Menswear Gray, Navy Blue or Brown. Sizes: 12, 14, 16, 18, 20. Ship. wt. 1 lb. 9 oz. \$2.98

[D] **The Shirt.** Wool-and-Rayon (37% new Wool, 13% reused Wool, 50% Rayon) in a bold buffalo plaid. Two-way collar; button cuffs.
6 B 1005—Red-and-Black; or Black-and-White plaids. Sizes: 12, 14, 16, 18, 20 (to fit 32, 34, 36, 38, 40 inch bust). Ship. wt. 1 lb. 4 oz. \$3.79

The Dungarees. Sanforized Cotton Twill with Red double stitching throughout. Button side opening.
6 B 1204—Navy Blue only. Sizes: 24 to 32 waist. State size wanted. Ship. wt. 1 lb. 9 oz. \$1.98

[E] **The Shirt.** Western style. Rayon Gabardine, gaily piped and embroidered with flowers. Pointed Peter Pan collar; 2-button cuffs.
6 B 1214—Aqua with Yellow-and-Red trim; or Beige with Aqua-and-Yellow trim. Sizes: 32 to 38 bust. State color, size. Ship. wt. 14 oz. \$5.98

The Jodhpurs. Durable Cotton Cavalry Twill reinforced with Suede Leather knee guards and crotch. Lined waistband and pockets. Button-on leather foot straps. Button side placket. No belt.
6 B 1205—Brown, Green or Black. Sizes: 24 to 32 waist. State color, size. Ship. wt. 1 lb. 10 oz. \$4.98



Shirt
\$5.98
Jodhpurs
\$4.98
[E]



\$12.98
[F]



\$11.98
[G]

TEEN SUITS

100% wool shetland-weave

[F] Flouncy Peplum Back

Look! Here's the rave-about suit designed especially for you fashion-hep teeners. It has just about everything! Buttery-soft 100% new Wool in lush colors, a perky back peplum, notched sweetheart lapels, and lines that "do things" for teen figures. Fully Rayon-lined jacket. The trim-fitting skirt has a front kick pleat, zip closing, and button waistband. No one will believe you paid so little for this charmer... it looks so much more expensive!

40 B 4094—Colors: Light Blue, Green or American Beauty. Sizes: 10, 12, 14, 16. See size scale page 43. Be sure to state color and size wanted when ordering. Shipping weight 2 lbs. 4 oz. \$12.98

[G] A-Sparkle With Buttons

And this, you suit-seeking teeners, is our notched knockout! Please notice how the notched theme is carried out at the neck line, the two small breast-pockets, and the two large hip-pockets. You'll get pretty compliments galore! It's fashioned of 100% new Wool and sparked with gleaming gold color buttons. A one-button style favorite—fully Rayon-lined jacket with set-in sleeves and center seam down back. The graceful skirt has a kick pleat front and back, zip closing and button waistband. What a wonderful buy!

40 B 4093—Colors: American Beauty, Soldier Blue, Forest Green. Sizes: 10, 12, 14, 16. See size scale, page 43. State color and size. Shipping weight 2 lbs. 9 oz. \$11.98

GO TOGETHERS
IN 100% WOOL →

Gay Flannel Stunner

It's a 3-button, man-tailored favorite in All new Flannel. Club collar, 2 flap pockets, center back seam for precision fit. Fully Rayon-lined. Hip-slimming skirt has front 'n' back kick pleat. Coat is a well tailored 3-button classic. Center seam in back, leading into open vent. Flange shoulder, set-in sleeves, arm slings, flap pockets. Fully Rayon-lined, warmly interlined. Colors: Gray only with white stripes. Sizes: 10 to 16. See size scale, page 43.

40 B 4086—Two-Piece Suit. Ship. wt. 2 lbs. 2 oz. \$12.98

40 B 4087—Matching Coat. Ship. wt. 2 lbs. 6 oz. \$12.98

40 B 4088—Two-Piece Suit and Matching Coat. Ship. wt. 4 lbs. 3 oz. \$25.50

Shetland Weave Classic

It's 100% new Wool, Shetland-type weave, carefully tailored for perfect fit. Three-button notched-collar jacket has flap pockets, arm slings. Fully Rayon-lined. Skirt has kick-pleat front 'n' back. Zip closing. About the matching coat with everything. Fully Rayon-lined, warmly interlined. Back has center welt seam. Colors: Soldier Blue, American Beauty. Sizes: 10 to 16. See size scale, page 43.

40 B 4090—Two-Piece Suit. Ship. wt. 2 lbs. 8 oz. \$11.98

40 B 4091—Matching Coat. Ship. wt. 2 lbs. 15 oz. \$11.98

40 B 4092—Two-Piece Suit and Matching Coat. Ship. wt. 4 lbs. 13 oz. \$23.50



Coat or
Suit
[H] \$12.98
EA.



Coat or
Suit
\$11.98
EA.
[J]

Chesterfield
Favorite

\$13⁹⁸

[B]

Also In
50% Wool
\$9⁹⁸

Dashing
Wrap-Around

\$12⁹⁸

[C]

Our Glamor
Tuxedo

\$19⁹⁸

[D]



Swingy
Flare Back

\$14⁹⁸

[A]



ALL WOOL COATS FOR TEEN

toasty-warm treasures with grown-up styling

[A] Velvety Wool Suede

A gay winter is ahead for you in this charming coat. You'll adore the flattering high collar and graceful four-gored flared back. Six gold color metal buttons highlight the double-breasted style. Superbly tailored of smooth, luscious All new Wool Suede, with a flange pleat at the shoulder and slit pockets. Set-in sleeves have smart turned-up cuffs. Completely Rayon-lined; interlined. **40 B 4084—Colors:** Medium Green, Graybeige or Royal Blue. **Sizes:** 10, 12, 14 and 16. See size scale on page 44. State color and size when ordering. Ship. wt. 3 lbs. 8 oz. . . . \$14.98

[B] Yummy Wool Suede

Meet a new friend! Our smooth-tailored Chesterfield can go everywhere with you. It's dressy for dates, casual for school. Three-button single-breasted with smart Cotton velveteen collar and slash pockets. Notice the shoulder flange pleat and long pointed revers. Back center seam; inverted pleat. Fully Rayon-lined and interlined. **Colors:** Royal Blue, American Beauty, Black or Camel Tan. **Sizes:** 10, 12, 14 and 16. See size scale, page 44. State color and size when ordering. **40 B 4082—Soft, good quality 100% new Wool Suede. Shipping weight 3 lbs. 11 oz. . . . \$13.98** **40 B 4083—Serviceable Part Wool Shetland-type weave (37% new Wool, 13% reused; 50% Rayon). Ship. wt. 3 lbs. 5 oz. . . . \$9.98**

[C] Rich Shetland-Weaves

Wear-with-everything wrap coat warm all new Wool Shetland-type weave. Features wide pointed revers and snug-up storm collar. Shoulder flange pleat continues down outline the large square slit pocket. "Shirtwaist" sleeve with smart buttons trim the yoke and pockets. Stitched self-material back. Double over-raised back set-in pinch tucks at waist. Fully Rayon-lined and interlined. **40 B 4085—Colors:** Camel Tan, Green or Royal Blue. **Sizes:** 10, 14 and 16. See size scale, p. 44. State color, size. Wt. 3 lbs. 8 oz. . . . \$12.98

[D] Lush Wool Pile

Soft and cozy, short and jaunty—that's our glamor topper! Its downy texture is the kind you dream about . . . light in weight but warm. Features the kind of smart tailoring that teens-in-the-know demand. Smart collarless fashion features fur-coat styling—notice popular tuxedo front and the smart back that you always like. Sleeves are extra special, with wonderful big turn-back cuffs. Beautifully detailed in rich All new deep-pile fabric with firm Cotton backing. About 33 inches long. **40 B 4081—Colors:** White, (light) Green or Honey Brown. **Sizes:** 10, 12, 14 and 16. See size scale on page 44. State color and size when ordering. Shipping weight 4 lbs. . . . \$17.98

TEENS LIVE IN THESE JACKETS

[E] Snappy Solids 'n' Checks . . . Part Wool

Your best pal — a warm, peppy jacket to team with all your sports outfits. Solid color front in Shetland-type weave; pockets, sleeves, collar and back in gay checks. Check is 25% new Wool, 20% reused Wool, 55% Rayon. Solid color is 37% new Wool, 13% reused Wool, 50% Rayon. Leather-like buttons. Rayon yoke lining. It's a super value.

12 B 942—Red with Black-and-White checks; or Brown with Brown-and-White checks. Sizes: 10, 12, 14, 16 (to fit 29, 31, 33, 34½-inch chest). State color, size. Ship. wt. 1 lb. 5 oz. . . . \$4.98

[F] Keen Mixer in 100% Wool Buffalo Plaid

Top hit 100% Wool sportster . . . it's got everything that teen agers go for in jacket styling — smart notched collar, two big patch pockets and long sleeves with one-button cuffs. Fully Rayon lined. You'll love that warm lively plaid — it's super with all your skirts and slacks. And it's a grand value!

12 B 941—Red-and-Black plaid; or Black-and-White plaid. Sizes: 10, 12, 14, 16 (to fit 29, 31, 33, 34½-inch chest). State color, size. Ship. wt. 1 lb. 10 oz. . . . \$6.98

C.O.D. SERVICE . . . SEE PAGE 196

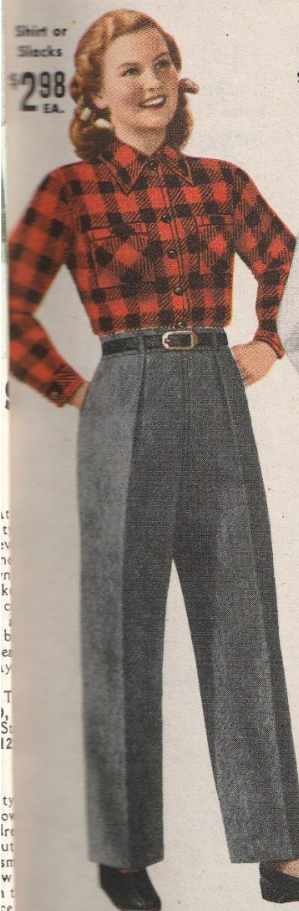
Part
Wool
\$4.98
[E]



All Wool
Plaid
\$6.98
[F]



Shirt or
Slacks
\$2.98
E.A.



Rayon
Blouse
\$2.59



Jacket
and Skirt
\$6.98



Jerkin Suit
\$4.59
Blouse
\$2.59



55% Wool Shirt
Solid Wool (37% new Wool, 13% reused Wool, 50% Rayon).
12 B 942—Red-and-Black; or Black-and-White plaid. Sizes: 10, 12, 14, 16. Ship. wt. 1 lb. 4 oz. . . . \$2.98

65% Wool Slacks
Solid Wool (37% new Wool, 27% reused Wool, 36% reprocessed Wool and 5% Rayon). Zip closing. No belt.
12 B 941—Gray, Navy Blue or Green. Sizes: 10, 12, 14, 16. Ship. wt. 1 lb. 5 oz. . . . \$2.98

Rayon Blouse
Gay trim. Flap pocket, button cuffs.
12 B 992—White only with Red trim. Sizes: 10, 12, 14, 16. State size. Ship. wt. 11 oz. . . . \$2.59

45% Wool Slacks
Check-happy pleated slacks. Durable Part Wool fabric (25% new Wool, 20% reused Wool, 55% Rayon). Zip closing. No belt.
12 B 991—Brown or Black with White checks. Sizes: 10, 12, 14, 16. Ship. wt. 1 lb. 5 oz. . . . \$2.98

All Wool Plaid
Go-everywhere plaid suit that teens adore. Semi-fitted jacket has smart round neck, 2 pockets. Smoothie skirt with center pleat front and back; zip closing. Well tailored in a rich 100% Wool basket weave fabric.
12 B 995—Plaid combinations in Green-and-Red or Brown-and-Gold, each with White. Sizes: 10, 12, 14, 16. State color and size when ordering. Shipping weight 1 lb. 10 oz. . . . \$6.98

Colorful Jerkin Suit
Part Wool Flannel—5% new Wool, 17% reprocessed, 28% reused, 19% Rayon and 31% Cotton.
12 B 990—Gray, Navy Blue or Green. Sizes: 10, 12, 14, 16. State size. Ship. wt. 1 lb. 5 oz. . . . \$4.59

Drawstring Blouse
Smooth White Rayon Crepe.
12 B 968—Sizes: 10, 12, 14, 16. State size. Ship. wt. 12 oz. \$2.59

NATIONAL BELLAS HESS 37

Whirl-Pleated
Two-Piecer

\$3⁹⁸

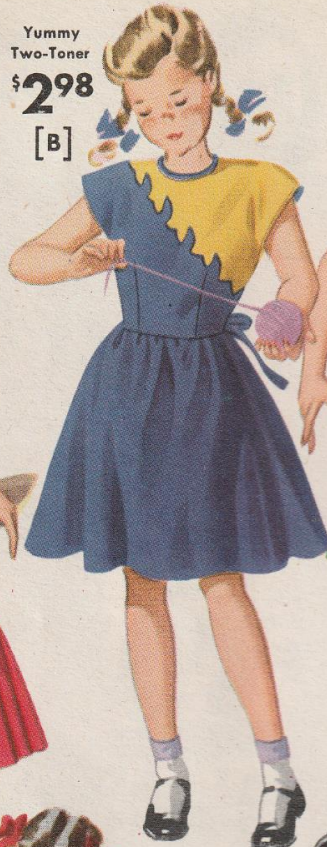
[A]



Yummy
Two-Toner

\$2⁹⁸

[B]



Two-Color
Delight

\$2⁹⁸

[C]



[D]

Ruffled
Bertha Collar

\$2⁴⁹

[E]

Our Finest
Rayon Dress-Up

\$4⁹⁸



[F]

Cute Little
Peasant

\$1⁹⁸



[G]

Sweet As
Apple Pie!

\$1⁹⁸



7 to 14 DRESSES
DESCRIBED
ON PAGE 39

DESCRIPTIONS OF THE
DRESSES SHOWN
ON PAGE 38

A Spun Rayon Two-Toner
See-e-e! Whirly pleats all
around the skirt of this smart
piece Spun Rayon frock!
The short-sleeved jacket is a
conceal — with a blaze of con-
trasting color down each side
front; self-covered buttons
match. Darts front and back
smooth fit. Dry clean.

B 785—Melon Rose with
Copen Blue with Rose;
Green with Gold.
Sizes: 7, 8, 10, 12, 14. See size
scale below. State color, size.
Ship. wt. 14 oz. \$3.98

C Pert Cut-Out Design
Tantalizing touches of contrasting
color across the bodice make
this a schoolgirl's dream. Just
look at that eye-catching cut-
out design. Round neck, wide
sleeves, all-around gathered
skirt. Tie-back sash; back neck
opening. In good quality Spun
Rayon. Dry clean.

D 786—Royal Blue with
Gold or Melon Rose with Aqua.
Sizes: 7, 8, 10, 12, 14. See size
scale below. State color, size.
Ship. wt. 15 oz. \$2.98

E Embroidered Spun Rayon
Here's a sassy two-toner. Cute
can be, with notched collar,
embroidered breast pocket
and the bodice front in contrast-
color. Full gathered dirndl
skirt has back sash. In kitten-
tail Spun Rayon.

F 788—Green with Gold; or
Copen Blue with Pink.
Sizes: 7, 8, 10, 12, 14. See size
scale below. State color, size.
Ship. wt. 12 oz. \$2.98

G Sparkling White Bands
Grammer for 7 to 14's! Spark-
ling white bands outline the
pretty bertha collar.
Three more encircle the all-
around dirndl skirt. Sweet puff
sleeves with cuffs, button-back
opening to waist, a sash that ties
back. In crisp, fine quality
Cotton.

H 789—Red or Blue with
white polka dots. Sizes: 7, 8,
10, 12, 14. See size scale below.
State color and size. Ship. wt.
10 oz. \$2.49

I Ruffles, Pleats 'n' Posies
Sumptuous Rayon dress-up
— just look at the ex-
quisite detail. A ruffled trim-
ing pretties the contrasting
front yoke, plus three gay
posies. Party-pretty skirt,
gathered all around. Self-belt ties
back; back neck opening.
Dry clean.

J 787—Copen with Rose; or
Melon Rose with Gold. Sizes:
7, 8, 10, 12, 14. See size scale
below. State color, size. Ship.
wt. 14 oz. \$4.98

K Sassy Checks 'n' Solid
A sassy young frock! The cute
basque-bodice has lace
that ends in a bow. Round
short sleeves, all-around
gathered skirt. Solid color back;
back sash; back neck open-
ing. In fine washable Cotton.

L 790—Green with White
or Blue with White
Sizes: 7, 8, 10, 12,
14. See size scale below. State
color and size. Shipping weight
1 lb. 2 oz. \$1.98

M Sugary White Ric-Rac
The big red apples all for you
in this washable charmer with
white trim. Rows of
ric-rac spice the bodice
and skirt. Dainty White Peter
Pan collar, puff sleeves, and all-
around gathered skirt. Tie-back
back neck opening. In
good quality, joy-to-wear good
Cotton. Splendid value!
Blue or Rose with
Red trim. Sizes: 7,
8, 10, 12, 14. See size scale at
bottom. State color, size, Ship.
wt. 10 oz. \$1.98

Rustly
Rayon Taffeta

\$2.98

[H]



Checked
"Princess"

\$1.79

[K]



[J]

80-Square
Cotton Striper

\$1.98



DARLING FROCKS

sparkling values for 7 to 14's

[H] A Shower of Pleats
A grand little frock the
grammar school set will
choose for Sunday-go-visit-
ing and party-best. Styled
in Rayon Taffeta, with all-
around pleated skirt. Rows
of bright White braid ex-
tend across the bodice and
dainty White looping edges
the Peter Pan collar. Short
sleeves, self sash. Back neck
opening. Dry clean.
12 B 792—Light Blue or
Coral. Sizes: 7, 8, 10, 12,
14. See size scale below.
State color and size. Ship.
wt. 10 oz. \$2.98

[K] Ric-Rac Skips Down
Our perky checked princess
frock to make a girl look
charming. Sugar-white ric-
rac accents the flattering
lines. Saucy button trim in
front adds a gay touch.
Pointed Peter Pan collar;
short sleeves; tie-back sash.
Back neck opening. In good
quality washable Cotton.
An outstanding buy!
12 B 793—Red or Blue
checks on White. Sizes: 7,
8, 10, 12, 14. See size scale
below. State color and size.
Ship. wt. 10 oz. \$1.79

[J] Eyelet-Spiced Buttoner
Unusually fine value in a
sweet peppermint candy
striper. Well made of a
fine quality Percale... it
washes like a dream and
always stays crisp and fresh.
Easy-into button-front
styling. Pretty eyelet trims
the notched collar and two
big pockets. Cute puff
sleeves. Full dirndl skirt
with tie-back sashes.
12 B 795—Blue or Red
stripes on White. Sizes: 7,
8, 10, 12, 14. See size scale
below. State color and size.
Ship. wt. 12 oz. \$1.98

[L] Silky-Smooth Rayon
This captivating little frock
is made of fine Spun Rayon
— smooth and soft as
pussy-willow. Cross-stitch-
ing adorns front and is re-
peated on the pockets.
Peter Pan collar. All-around
gathered skirt; tie-back
sashes. Back neck opening.
Dry clean.
12 B 791—Rose with Blue
stitching or Copen Blue
with Red stitching. Sizes:
7, 8, 10, 12, 14. Size scale
below. State color, size.
Ship. wt. 1 lb. 2 oz. \$2.98

Criss-Cross
Charmer

\$2.98

[L]



SIZE SCALE FOR 7 TO 14 DRESSES

Order Size	7	8	10	12	14
To fit chest.....	26	27	29	31	33 inches
To fit waist.....	23	23 1/2	24 1/2	25 1/2	26 1/2 inches
Dress length.....	27	28	31	34	37 inches

See Page 197 for How to Measure



\$5⁹⁸
[A]



\$2⁹⁸
[B]

THE 7 TO 14 SET

goes strong for tricky team-ups

COZY-WARM JACKET NEWS

[A]

Cuddly Mouton Lamb Collar

Chill-chasing all-weather jacket made of sturdy Cotton Pe with that wonderful Impregnable finish to make it w repellent. Fluffy soft Brown Mouton Lamb fur collar k you so warm and is so becoming. Just look at that "all-the-down" zip front — makes jacket a whiz to get in and ou Two handy pockets with gay color trim. Elasticized at w back for trim fit. Fully lined with Cotton kasha.

12 B 902—Colors: Red or Tan. Sizes: 7, 8, 10, 12 and (to fit 26, 27, 29, 31, 33-inch chest). State color and size wanted when ordering. Ship. wt. 1 lb. 12 oz.\$1.98

[B]

Rayon Fleece Two-Toner

Warm-as-toast Rayon Fleece jacket. Its two-tone boxy sty makes a hit with the school crowd. Tailored with notched co big pockets and snappy leather-like buttons down the fr Looks super with skirt and jumpers. Mother will be deligh when she sees what an outstanding bargain it is.

12 B 932—Colors: Beige with Red; or Beige with Green. Si 8, 10, 12, 14 and 16 (to fit 27, 29, 31, 33, 34½-inch chest). S color and size wanted when ordering. Ship. wt. 1 lb. 5 oz. \$



Shirt
\$1⁹⁸

Dungarees
\$1⁹⁸



Sweater
\$1⁹⁸

Slacks
\$2⁹⁸

Cotton Flannel Shirt

Lively plaid shirt that's styled just like a boy's. In soft Cotton Flannel with convertible collar, patch pocket and button cuff long sleeves. Double-needle stitched seams for long wear. 12 B 900—Colorful Plaids. Sizes: 7, 8, 10, 12 and 14. State size wanted when ordering. Ship. wt. 1 lb.\$1.98

Sanforized Dungarees

Your fun-loving dungarees, made to take rough wear. Sturdy Cotton Twill — Sanforized for minimum shrinkage. Two large pockets; button slide pocket. Double stitching in red for extra wear. 12 B 987—Navy Blue. Sizes: 7, 8, 10, 12 and 14. State size wanted. Ship. wt. 1 lb. 2 oz.\$1.98

All Wool Sweater

Gay stripes zoom across the front and back of this link-stitch beauty. Rib-knit collar, cuffs, bottom. 20 B 142 — Colors: White with Red and Blue stripes; or Red with White and Blue stripes. Sizes: 8, 10, 12, 14 and 16 (to fit 28, 30, 32, 34, 36 chest). State color and size. Ship. wt. 14 oz.\$1.98

Corduroy or 50% Wool

Well tailored slacks with front pleats, back dart, back pocket, smooth button placket. Double stitching reinforces the front and back rise. Sizes: 7, 8, 10, 12, 14. Ship. wt. 1 lb. 5 oz. 12 B 951—Part Wool (50% reus Wool, 20% Rayon, 30% Cotton). Gray, Brown, Navy Blue. \$2.98 12 B 950 — Corduroy. Colors: Royal Blue or Green.\$2.98



Blouse
\$1³⁹

Skirt
\$1⁹⁸



Blouse
\$2⁵⁰

Jumper
\$3⁹⁸

Button-Front Blouse

Perky embroidered ruffling makes this sweet blouse a delight. Has button front, Peter Pan collar and short sleeves with hand cuffs. Well made of good quality Cotton. 12 B 997—White with contrasting trim. Sizes: 7, 8, 10, 12 and 14. See size scale on page 39. State size. Ship. wt. 8 oz.\$1.39

Skirt in Two Fabrics

Go-everywhere beauty for the sundae set. Has knife pleats all around. Sizes: 7, 8, 10, 12 and 14. Shipping weight 1 lb. 12 B 996—Sturdy Flannel — 5% new Wool, 50% reprocessed, 20% Rayon, 25% Cotton. Colors: Gray, Navy Blue or Brown. \$1.98 12 B 910—Durable Rayon-and-Cotton. Colors: Red or Copen Blue.\$1.98

Blouse Spiced with Red

Pretty White blouse all peppered with rows of red stitching march down the front. Beautifully styled, luscious French-type Rayon Cr Pointed collar; fitted-cuff sleeves; button back closing. 12 B 999—White. Sizes: 7, 8, 12 and 14. See size scale on page 39. Ship. wt. 12 oz.\$2.98

50% Wool Jumper

A merry little jumper of cozy, w 50% reused Wool, 20% Rayon a 30% Cotton. Shiny metal but sparkle each shoulder. Has "V" a stitched-down knife pleats front a back. Smooth button slide clasp. Trim self-belt with metal buckle. 12 B 998—Gray, Red, or Navy B Sizes: 7, 8, 10, 12 and 14. See scale, page 39. State color and Ship. wt. 1 lb.\$2.98



"7 to 14" COATS

Bellas Hess scoops in style and value

DRESSING DRESS-UPS IN COZY-WARM 100% WOOL MELTON

Handsome "grown up" coat. Sealings finish the yoke of rich-looking, velvet fur-effect fabric. Bright scallops around the scallops, Peter Pan collar and novelty pockets. Beautifully lined with durable 100% All new Wool Melton, with waist darts and graceful belt. All-around tie belt. Fully lined and interlined. Colors: Teal or Navy Blue or American Beauty. See size scale below. Ship. wt. 4 lbs. 8 oz.

40 B 4098—Sizes: 7, 8 and 9...\$11.98
40 B 4099—Sizes: 10, 12, 14...\$12.98

[D] Fashion flash in this marvelous Bellas Hess coat value for girls! The double-breasted front shines with a double row of buttons, and nailheads outline the interesting shoulder flaps. Smart push-up buttoned sleeves; slash pockets and demure Peter Pan collar. Expertly tailored of soft, warm 100% new Wool Melton. Colors: Navy Blue, American Beauty or Teal Blue. State color, size. See size scale below. Ship. wt. 4 lbs. 8 oz.

40 B 4098—Sizes: 7, 8 and 9...\$10.98
40 B 4099—Sizes: 10, 12, 14...\$11.98

QUINITY CASUALS . . . YOUR CHOICE OF WONDERFUL FABRICS

Charming wrap style — tops with all girls. These smart, quality coats are amazingly low-priced. Bright buttons, generous collar and pockets. Buttons also outlined the belt. Rayon lined; interlined. Colors: Medium Blue or American Beauty. See size scale below.

40 B 4106—Sizes: 7, 8, 9...\$8.98
40 B 4107—Sizes: 10, 12, 14...\$9.98
40 B 4108—(32% new Wool, 68% Rayon on Cotton back. Ship. wt. 2 lbs. 5 oz.)
40 B 4108—Sizes: 7, 8, 9...\$6.98
40 B 4109—Sizes: 10, 12, 14...\$7.98

[F] The famous Chesterfield — always flattering. Equally smart for school or dress-up. Precision tailored, with welt seaming detail. Dressy Cotton Velveteen collar; two large flap pockets. Rayon lined and interlined. State color, size. See size scale below. Ship. wt. 2 lbs. 15 oz.

100% All new Wool Shetland-type Weave. Colors: Royal Blue, Kelly Green or American Beauty.
40 B 4106—Sizes: 7, 8, 9...\$8.98
40 B 4107—Sizes: 10, 12, 14...\$9.98
Part Wool Herringbone Weave (75% Wool, 25% Rayon). Colors: Medium Tan or Medium Blue.
40 B 4108—Sizes: 7, 8, 9...\$7.98
40 B 4109—Sizes: 10, 12, 14...\$8.98

SIZE SCALE FOR COATS . . . 7 TO 14

Order Size	7	8	9	10	12	14
Chest Is	26	27	28	29	31	33 inches
Coat Lengths	27	29	30	32	34	36 inches



YOUR PET CHESTERFIELD

100% Wool
\$8.98 UP

75% Wool
\$7.98 UP

[F]



STARRED FOR TEEN

dress-up or school fashions . . . sizes 10 to 16

← [A] "Ballerina" Back

Charming coat to flatter your trim teenage figure. Superbly tailored with smooth moulded lines. Flares gently from the nipped-in waist to the graceful "Ballerina" back. Smart notched collar; peaked lapels; stitched-down belt ties casually in front. Deep set-in sleeves and welt pockets. Carefully tailored in soft Part Wool Shetland-type weave (60% Wool, 40% Rayon). Fully Rayon lined and interlined.
40 B 4111—Colors: Soldier Blue, American Beauty or Kelly Green. Teen Sizes: 10, 12, 14 and 16. See size scale, page 43. State color and size. Shipping weight 3 lbs. 6 oz. . . . \$10.98

[B] All Wool Cape Style

Dream of a coat for smart, style-loving girls. It has exciting new details found only in higher priced coats. The detachable capelet will add drama to your dressiest occasions. It is highlighted by dainty nailheads with bead centers—which match the bright buttons on the double-breasted coat. Expertly tailored in rich, warm 100% new Wool in Shetland type weave. Set-in sleeves, club collar, slash pockets and softly gored back with inverted pleat. Fully Rayon lined and interlined.
40 B 4110—Colors: Medium Green, Royal Blue or Graybelge. Teen Sizes: 10, 12, 14 and 16. See size scale on page 43. State color, size. Ship. wt. 3 lbs. 8 oz. . . . \$14.98

[C] All Wool . . . Push-Up Sleeves

Easy to see why this wrap coat is success. It combines beautiful styling, luxurious fabric — and for such a price! The push-up sleeves, studded with glittery nailheads, rate high in eye. Popular details include two-button welt pockets; club collar and tucks above and below the tie belt. Fully tailored of cozy, warm 100% Wool in smart Shetland-type weave. Completely Rayon lined and interlined.
40 B 4112—Colors: Royal Blue, Green or Graybelge. Teen Sizes: 14, 16. See size scale, page 43. State color, size. Ship. wt. 3 lbs. 7 oz. . . .

[D] Your Favorite "Boxy"

Pride and joy of every girl — wear-with-everything boxy coat. Double-breasted — the way you like it, a new importance in the bright gold metal buttons and smart nailhead shoulders. Superior workmanship turned out, with roomy set-in sleeves; notched collar and welt pockets; seam down the back. Tailored long-wearing Part Wool Coating reprocessed Wool, 48% Rayon on backing. Rayon lined and interlined.
40 B 4113—Colors: Soldier Blue, Gray. Teen Sizes: 10, 12, 14 and 16. See size scale on page 43. State color and size. Ship. wt. 4 lbs. . . .

WE PAY POSTAGE ON CASH ORDERS OF \$6 OR MORE . . . SEE PAGE 198 FOR DETAILS



PERKY TEEN SUITS

in rich all wool and part wool fabrics

50% Wool Flannel

This grand suit heads the honor roll. It combines smart styling with fine fabric, priced the thrifty Bellas Hess way! Made in serviceable 50% Wool Flannel. New Wool, 17% reprocessed, 28% Rayon, 19% Rayon and 31% Cotton. Three-button notched collar jacket has pretty button-trimmed "pilot" flaps and pockets. Rayon yoke lining. Skirt is pleated front and back.

40 B 4035—Colors: Navy Blue, Brown or Brown-and-White checks. Teen Sizes: 10, 12, 14, 16. See size scale below. State color and size when ordering. Ship. wt. 2 lbs. \$5.98

Gay Plaids . . . Pleated Skirt!

These suits are high, wide and handsome on the bright, youthful suit. Being the perfect answer with your solid color outfits, more of a bargain at this low price. The fully Rayon-lined three-button jacket has notched collar flap pockets and a center seam. Skirt has popular pleats front and back; zip closing. Tailored of a fine Part Wool (37% new Wool, 55% Rayon).

40 B 4097—Colorful Plaid. Teen Sizes: 10, 12, 14, 16. See size scale below. State color and size when ordering. Shipping weight 2 lbs. 5 oz. \$9.98

[F] Check and Double Check

We borrowed the dashing military styling of this checked suit from a famous commander. The short jacket has smart button-cuff full sleeves and a trim-fitting waistband. Rayon yoke lining. Skirt is action-pleated front and back; button closing. Smoothly tailored of a durable Part Wool fabric in a blend of 37% new Wool, 13% reused Wool, and 50% Rayon. A wonderful value!

40 B 4035—Colors: Black-and-White; or Brown-and-White checks. Teen Sizes: 10, 12, 14, 16. See size scale below. State color and size. Ship. wt. 2 lbs. 4 oz. \$5.98

[H] All Wool Shetland Weave

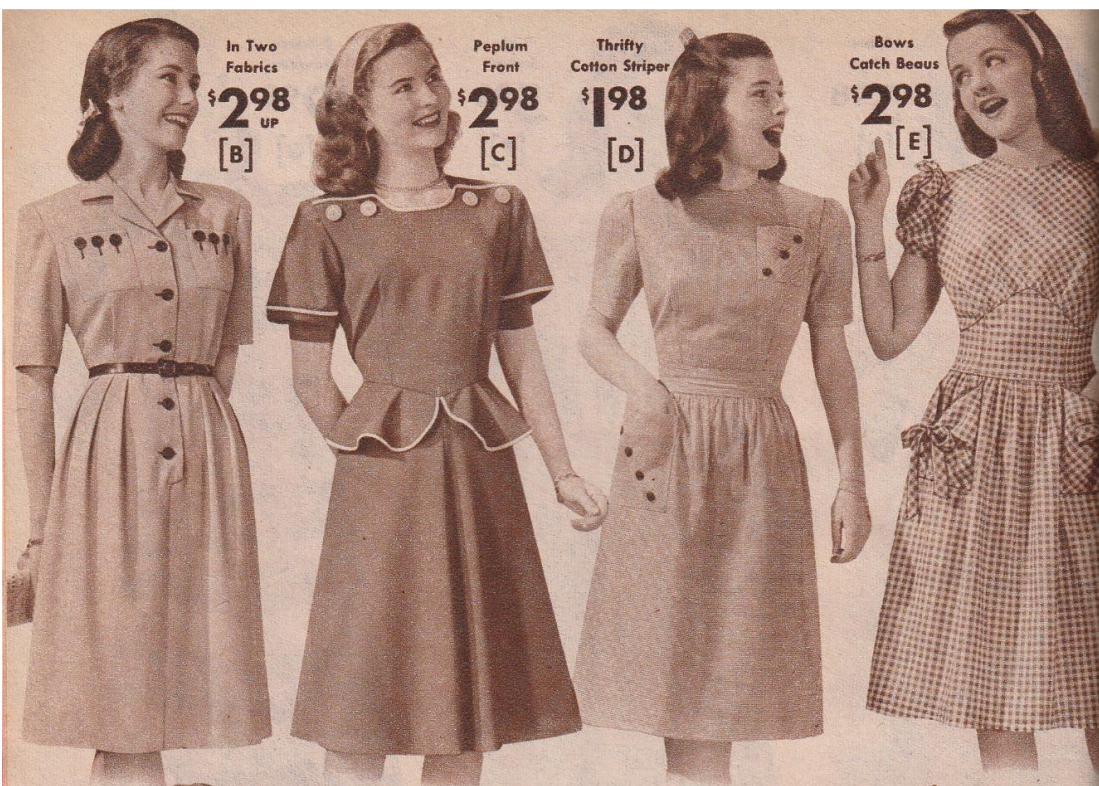
This new modified cutaway suit does such pretty things for your figure. The expensively detailed double-breasted jacket is accented with gleaming silver color metal buttons. Notched collar, shaped flap pockets, back center seam. Skirt has waist tucks in front; zip closing. The hem is slit at the center front. Expertly tailored of All Wool Shetland-type weave—75% new Wool, 25% reprocessed Wool.

40 B 4097—Colors: Brown, Green or Blue. Teen Sizes: 10, 12, 14, 16. See size scale below. State color and size wanted when ordering. Ship. wt. 2 lbs. 5 oz. \$9.98



SCALE FOR TEEN-AGE COATS AND SUITS

Order Size	10	12	14	16
If chest is	30	31½	33	34½ inches
Coat length	37	39	40½	41½ inches
Skirt Length	23	24	25	26 inches
Fits waist	25	26	27	28 inches



TEEN-PERFECT STYLES

bright new dresses at pint-sized prices



[A]
Pleated
2-Piecer
\$4.98

←[A] Glitter with Nailheads

You'll get countless compliments in this slick two-piecer of Spun Rayon in rich colors. Long-torso top is headline news, and so flattering! Trimmed with a gay, glittery nailhead ornament, cute slit neckline. The all-around sunburst pleats swing out delightfully as you walk. Self belt with a gold color buckle.

12 B 878—Colors: Melon Rose, Lime Green, or Copen Blue. **Sizes:** 10, 12, 14, 16. See size scale below. Be sure to state color and size wanted. Ship. wt. 1 lb. 2 oz. **\$4.98**

[B] Button-Happy Classic

Your pet classic to take you through the season at a sensible Bellas Hess price. All dressed-up with contrasting color buttons to below waist; contrasting buttons trim the square patch pockets. Narrow belt; soft unpressed pleats in the skirt front. **Sizes:** 10, 12, 14, 16. See size scale below. Be sure to state color and size wanted.

12 B 880—Sturdy Rayon-and-Cotton. Plastic belt. **Colors:** Melon Rose, Copen Blue or Luggage Brown. Ship. wt. 14 oz. **\$2.98**

12 B 881—Fine Rayon Gabardine. Leather belt. **Colors:** Aqua, Melon Rose or Soldier Blue. Ship. wt. 1 lb. **\$4.98**

[C] Exciting Color Contrast

When you want to look extra super, the frock to wear. It's new 'as can be bright color trim and an eye-catching pling peplum you'll love. Fitted bodice flattering! Lowered neckline, "diff treatment at waist. Button back to full skirt. Made of a rich blend of Rayon and-Cotton.

12 B 879—Colors: Royal Blue with or Melon Rose with Aqua. **Sizes:** 10, 12, 14, 16. See size scale below. State color and size wanted. Ship. wt. 1 lb. **\$4.98**

[D] "Look-At-Me" Pockets

The buy of the season—with contrast placed buttons on this pert striper of quality washable Cotton. Cleverly designed to give you flattering lines with its slim stripes and fitted waistband. Two pockets. Gathered skirt. Button back with sash ties. Looks like dollars more.

12 B 882—Colors: Blue with White stripes or Red with White stripes. **Sizes:** 10, 12, 14, 16. See size scale below. Be sure to state color and size. Shipping weight 1 lb. **\$4.98**

[E] Saucy Checked Cotton

Bow-trimmed for beau-catching—yes, sure to catch many an eye in this Cotton check print. Bows at shoulder big pockets! All-around set-in waistband a "hug-me-tight" look. Gathered dird wide and nicely flaring. Snap plack will be your favorite dress.

12 B 883—Colors: Red-and-White or Blue-and-White checks. **Sizes:** 10, 12, 14, 16. See size scale below. Be sure to state color and size wanted when ordering. Ship. wt. 1 lb. **\$4.98**

TEEN-AGE SIZE SCALE FOR DRESSES

Order Size.....	10	12	14	16
If bust is.....	30	31½	33	34½ in.
If waist is.....	25	26	27	28 in.
Dress length.....	36	38	39½	40½ in.

See Page 197 for How to Measure





TEEN RAYONS FOR FALL

size 10 to 16's brimming with super detail!

Darling Capelet Sleeves

For those important occasions here's the new in dreamy frocks for you! Black braid trim the cutest sleeves and trims the front. Braid scroll for a smart accent; round-shoulder placket. Skirt is circular in front, waist in back. Smart and fashionable in Acetate-and-Spun Rayon. It's sure to be your favorite. Dry clean.

Colors: Aqua, Melon Rose or 2. All with Black trim. **Sizes:** 10, 12, 14 and 16. See size scale on page 44. State color and size wanted. Ship. wt. 1 lb. \$3.98

Turtle Neck Smoothie

Beloved charmer of Acetate-and-Spun Rayon that's destined to go places. It's a design of happy dancing teens in a dancing musical notes! Expensive-looking belt gleams in front! Flattering turtle neck and full gathered skirt complete the design. It's such fun to wear, too! Buttons below the waist. Dry clean.

Colors: Royal Blue, Red or Gold, 12 with black trim. **Sizes:** 10, 12, 14 and 16. See size scale on page 44. State color and size wanted. Ship. wt. 1 lb. \$3.98

Stripes and Solid

There's no smarter than one — it's a fact you'll find the proof. A Spun Rayon lovely patterned sleeves, collar and skirt in slim fit and a front bodice in a rich solid not three buttons at shoulders. Stunning! Imitate neck, ¾ length push-up sleeves and skirt with simulated patent trim. Full button placket. Dry clean.

Colors: Melon Rose with White stripes and Black top; Aqua with White stripes and Black top; or Navy Blue with stripes and Red top. **Sizes:** 10, 12, 14, 16. See size scale on page 44. State color and size wanted. Ship. wt. 1 lb. 2 oz. \$4.98

Jitterbug
Delight
\$3.98
[G]

Cunning
Two-Toner
\$4.98
[H]

Golden
Dazzler
\$4.98
[J]

[J] Waist-Nipping Wide Belt

You'll dance with delight when you see this joyous addition to your wardrobe. Cute tie at the neck, full push-up sleeves, bright gold color buttons to match the big buckle on the self belt! Luscious soft unpressed pleats for a new "rounded" look like big sister. Button placket. Beautifully made in firm Spun Rayon. Dry clean.

12 B 872—Colors: Melon Rose, Copen Blue or Kelly Green. **Sizes:** 10, 12, 14 and 16. See size scale on page 44. State color and size wanted. Ship. wt. 1 lb. 4 oz. \$4.98

[K] In Two Grand Fabrics

Twice as cute double peplum swishes delightfully on this two-piece suiter. Fitted jacket is cutaway styled, with gay twinkling buttons. Bracelet length sleeves, notched collar. Daintily gathered skirt; button placket. Our finest for teens! Choose it in wonderful lustrous Rayon Faillette, or crisp, crease-resistant Rayon Gabardine. You'll adore it either way. Dry clean. **Sizes:** 10, 12, 14 and 16. See size scale on page 44. State color and size wanted.

12 B 873—Rich Rayon Faillette. Colors: Mint Green, Coral Rose or Electric Blue. Shipping weight 1 lb. 6 oz. \$5.98

12 B 874—Fine quality Rayon Gabardine. Colors: Melon Rose, Soldier Blue, Aqua or Black. Shipping weight 1 lb. 6 oz. \$7.98

Double-Peplum
Back
\$5.98
UP
[K]



WE PAY
THE POSTAGE

ON CASH ORDERS OF \$5
OR MORE...SEE PAGE 198

NATIONAL BELLAS HESS 45

DREAMY TEEN STYLES

high in style
low in price
SIZES 10 TO 16



Jerkin Set
\$4.98
[G]



Blouse
\$2.59
[A]

[B]
Jumper
\$3.98



Blouse
\$1.98
[C]

[D]
Skirt
\$3.98



Blouse
\$2.59
[E]

TEENS GO FOR MIX 'EMS TO WEAR TO SCHOOL OR DATE



[H]
2-Pc. Dress
\$4.98

[A] Long-Sleeve Blouse
The ideal blouse to do justice to your pretty jumpers, skirts and slacks. Dainty eyelet edges the Peter Pan collar and the cuffs of the long sleeves. Beautifully styled in rich French-type Rayon Crepe. Wonderful value! 12 B 908—White only. Sizes: 10, 12, 14 and 16. See size scale, page 44. State size. Ship. wt. 12 oz. \$2.59

[B] Part Wool Flannel
Bands of contrasting color extend from shoulder to waist on this darling square necked jumper. In sturdy, warm flannel—5% new Wool, 28% reused, 17% reprocessed, 31% Cotton, 19% Rayon. Full skirt has two pleats front and back; button side closing. Matching leather-like belt completes the pretty picture. Dry clean. 12 B 907—Colors: Gray, Navy Blue or Brown. Sizes: 10, 12, 14 and 16. See size scale, page 44. State color, size. Ship. wt. 1 lb. 4 oz. \$3.98

[C] Tailored Rayon
A smart tailored button-fronter like this one is a "must" in a busy teen's wardrobe. Just look at that super detail. Notched collar, button cuff long sleeves, flap pocket. Roomy yoke back. Well made of fine Fuji Rayon Crepe. Dry clean. 12 B 909—White only. Sizes: 10, 12, 14, and 16. See size scale, page 44. State size. Ship. wt. 12 oz. \$1.98

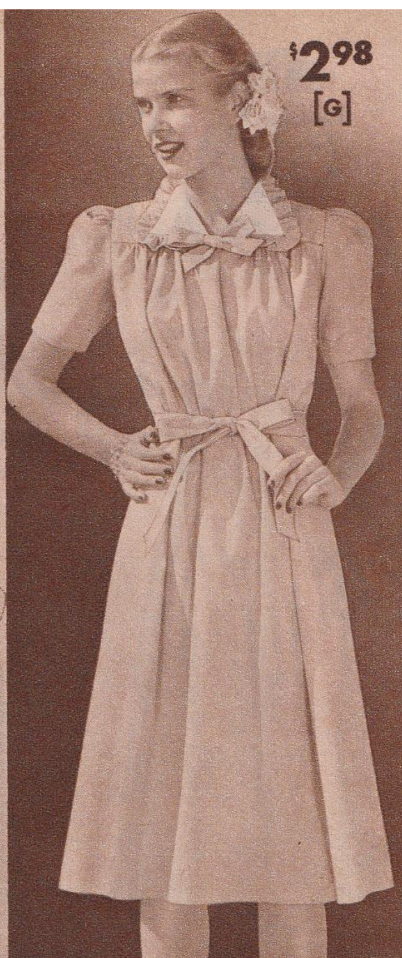
[D] All Wool Plaid "Kiltie"
You'll be a "sassy lassie" in our glad plaid "kiltie skirt." In rich 100% new Wool, with fringe from waist to hem. And look—there's a whopping novelty safety pin! Three side pleats in front, one in back. Smooth 3-button placket. 12 B 906—Colors: Red-Blue-and-White; or Brown-Blue-and-White plaids. Sizes: 10, 12, 14, 16. Ship. wt. 1 lb. \$3.98

[E] Rayon Bow-Tie Blouse
Sweet Rayon Crepe ready to take you ever looking fresh and pretty. string neckline—ties in bow. The bow is edged with bright Red embroidery. Pearl-like buttons, long. 12 B 968—White only with trim. Sizes: 10, 12, 14. See size scale, page 44. Ship. wt. 12 oz. \$2.59

[F] All Wool Flannel
Teen-lovely styling in 100% new Wool Flannel. Has three unpressed pleats side, front and back. Like belt to nip in your waist a neat, slim look; gold metal buckle. All-around waistband, button placket. 12 B 904—Colors: Navy Red or Kelly Green. Sizes: 10, 12, 14 and 16. Shipping 1 lb. \$3.98

[G] Rayon 2-Pc. Jerkin
Happy little jerkin is aglitter with sparklin' heads. The two big pockets glamorized with nailhead. Torso skirt has all-around pleats. Button side closing. Spun-and-Acetate. Dry clean. Blouse not included. 12 B 905—Colors: Cope-Melon or Kelly Green. Sizes: 10, 12, 14 and 16. See size scale, page 44. Ship. wt. 1 lb. \$4.98

[H] Sanforized Suit
You'll look like a dream in this scrumptious check dress. Darling jacket has away front and a sa around peplum. Black smartens the front length sleeves. Waist sized for perfect fit. Side pleats in front and back; snap placket. In forized woven Cotton. 12 B 906—Black-and-check. Sizes: 10, 12, 14. See size scale, page 44. Ship. wt. 1 lb. 4 oz. \$3.98



MOTHERS-TO-BE

TODAY'S YOUTHFUL STYLES
With Hidden Adjustment Features

JUST AS PRETTY AFTERWARDS

Order Your Usual Size . . . Sizes 12 to 42

[F] Lapse Jacket Two-Piecer
Look young, smart, well dressed in this convincing "Butcher Boy" style in smart, serviceable Spun-tone Print (Cotton-and-Rayon). Yoke-effect jacket top features five-button opening, with pleats each side, pert white collar and cuffs. Neatly pleated skirt has easily adjustable waistline. Dry clean. **10 B 703—Colorful Prints. Sizes: 12, 14, 16, 18, 20 (size scale, p. 53); also 40 and 42 (size scale, p. 69). State color, size. (Order your regular size.) Ship. wt. 1 lb. 2 oz. . . . \$2.98**

[G] Sweet Flattering Ruffles
Charming and youthful—a delightful style, nice to wear later, too. Made of durable Spun-tone (Cotton-and-Rayon) designed along flattering redingote-effect lines—so convincing! Shirred yoke front boasts a perky ruffled edge white collar and tie front. Set-in waistband for easy adjustment. Dry clean. **10 B 704—Medium Blue, Medium Green or Medium Brown. Sizes: 12, 14, 16, 18 and 20 (size scale, p. 53); also 40 and 42 (size scale, p. 69). State color, size. (Order your regular size.) Ship. wt. 1 lb. . . . \$2.98**

[H] "Picture Frame" Neckline
Be pretty as a picture in this glamorous All Spun Rayon shirtwaist frock. Pleated ruffle across front and around neckline . . . three gay buttons . . . graceful butterfly sleeves. Softly gored skirt; snap fasteners for expansion. Sash belt of self-material. Dry clean. **10 B 705—Luggage Brown, Medium Green or Royal Blue. Sizes: 12, 14, 16, 18 and 20 (size scale, p. 53); also 40 and 42 (size scale, p. 69). State color, size. (Order your regular size.) Ship. wt. 1 lb. 5 oz. . . . \$4.98**

[J] Elegant Dress-Up
A dressy deceiver—a dress you'll enjoy wearing afterwards, too. Lovely Rayon Faillette with checked Rayon Taffeta run through top and ending in a soft bow. Graceful gored skirt; snap fasteners for expansion. Sash belt of self-material. Dry clean. **10 B 706—Royal Blue, Black or Gray, each with Red-and-White checked trim. Sizes: 12, 14, 16, 18 and 20 (size scale, p. 53); also 40 and 42 (size scale, p. 69). State color and size. (Order your regular size.) Ship. wt. 1 lb. 4 oz. . . . \$6.98**

[J]
\$6.98



Whistle-Rating
Long-Torso

\$2⁹⁸

[B]

Showered With
Nailheads

\$3⁹⁸

[C]

Bands of
Gay Color

\$3⁴⁹

[D]



KEEN JUNIOR STYLES

enchancing 11 to 19 frocks at tiny prices

←[A] Low-Priced Jerkin Suit

At our allowance-stretching price there's no need to resist this jaunty jerkin of smooth Spuntone (Cotton-and-Spun Rayon). Wonderful wardrobe mixer. Big applied felt bows spice the jacket, which has set-in waistband and peplum-effect bottom. Skirt has inverted kick pleat front, gored back. Button closing. Dry clean. (Blouse not included.)

[A]

Charmed
With Bows

\$3⁹⁸

10 B 343—Colors: Kelly Green, Copper Brown, or Navy Blue. Sizes: 11 to 19. See size scale below. State color and size. Ship. wt. 1 lb. 5 oz.\$3.98

[C] Curve-Hugging Long Lines

Stagger the stag line with your long-torso, curve-hugging date dress! And notice the sensible Bellas Hess price. Good quality Spuntone, (Cotton-and-Spun Rayon) ... all pepped up with shiny nailheads, turtle neck, and all-around dirndl-effect skirt. Cute push-up sleeves. Tie-back belt. Dry clean.

10 B 344—Colors: Aqua, Royal Blue or American Beauty Rose. Sizes: 11 to 19. See size scale below. State color, size. Ship. wt. 1 lb. 3 oz.\$3.98

[B] Sweet Lace 'n' Polka Dots

"Pick a pet of pretty polka," chant jump size smarties ... especially at this price. There's a demure air in the yoke with lace-like edge; sweet bow under V-neckline. Bodice hugs your figure, swirls in front, has gored back and tie-back belt. In Spuntex (Cotton-and-Spun Rayon). Dry clean.

10 B 341—Colors: Kelly Green, Copper Brown or Medium Blue; all with White dots. Sizes: 11 to 19. See size scale below. State color and size. Shipping weight. 1 lb. 1 oz.\$2

[D] Bow At Your Shoulder

Solid and contrasting bands team up this basque beauty of Spuntex (Cotton-and-Spun Rayon). Skirt-front is softly gathered at each side for flattering fullness. Gored in back, with tie-back belt. Bow matches bands. Slashed cardigan neckline. Dry clean.

10 B 342—Colors: Gray with Royal Blue or Royal Blue with American Beauty Rose or Lime Green with Navy Blue bands. Sizes: 11 to 19. See size scale below. Ship. wt. 1 lb. 4 oz.\$3

SIZE SCALE FOR JUNIOR DRESSES

You wear size	11	13	15	17	19
If your bust is	31	32½	34	36	38
If your waist is	24	25	27	29	31
If your hips are	34	35½	37	39	41
Dress Length	41	42	42½	43	43½





5 JUNIOR TWO-PIECERS

styled just for you who wear sizes 11 to 19

For Class or Dates
This two-piecer aglow with nailheads goes everywhere . . . always in good style. Jacket has long sleeves, darted at the waist, lay-down notched lapel collar. Long undercoat back for snug, flattering fit. Trim re, skirt has deep inverted kick pleat front; tie-back back. Zip side closing. Well made Rayon. All Spun Rayon. Terrific value . . . but hurry! Dry clean.

10 B 345—Colors: Aqua, Copper Brown or White. **11 to 19.** See size scale, page 48. State color and size wanted. Ship. wt. 1 lb. 8 oz. . . . \$4.98

Lush Alpaca-Weave Rayon
An exceptional value! Sequins twinkle all over this wardrobe star of Alpaca-Weave Rayon. Long jacket, cleverly darted at waist and back for trim fit. Four self-closing buttons, band cuff sleeves. Skirt has deep inverted kick pleat front and is shirred at waist, gored in back. Zip closing. Cardigan style. Dry clean.

10 B 346—Colors: Soldier Blue, Black or Navy Blue. **11 to 19.** See size scale, page 48. State color and size when ordering. Ship. wt. 1 lb. 8 oz. . . . \$9.98

[F] Pleated Fishtail Back
Stripes! Stripes! Stripes! . . . big news in Fall fashions! And you'll wear this striped All Spun Rayon two-piecer to classes or dates. So much interest in the cutaway jacket with gay metal buttons, pleated coachman fishtail peplum in back. Long darts for expert fit. Simulated pocket flaps; band cuff sleeves. Skirt has kick-pleat front, gored back, Zip closing. Dry clean.

10 B 346—Colors: Powder Blue, Copper Brown or Gray, each with White stripe. **11 to 19.** See size scale, page 48. State color and size. Ship. wt. 1 lb. 4 oz. \$6.98

[H] Cute Shortie Push-Ups →
Pleats are back in full swing, and you who wear junior sizes are lucky! The skirt of this adorable All Spun Rayon two-piecer has yards of all-around jitterbug pleating. Zip side closing. Jacket has short push-up sleeves, full shirred shoulders. Sparkling white collar . . . removable for quick washing. Novelty buttons. Dry clean.

10 B 347—Colors: Aqua, American Beauty Rose or Royal Blue. **11 to 19.** See size scale, page 48. State color and size wanted. Ship. wt. 1 lb. 12 oz. . . . \$6.98

All-Around
Pleated
\$6.98
[H]

"JUNIOR" IS A SIZE, NOT AN AGE GROUP

There's a thrilling selection of charming new frocks specially designed to make the most of your Junior Miss figure. Whether you are 16 or 40, you may still be a Junior, for junior is a size—not an age. Check your measurements with the size scale on page 48.

HELEN HESS, Fashion Adviser





Shimmering
Rayon Velvet

\$10.98

[B]



Brilliant
Torso Pleater

\$6.98

[C]



Flirty
Bustle-Bonnet

\$8.98

[D]



[A]
Bewitching
Party-Goer

\$9.98

JUNIOR TREASURE

you'll be the girl he can't forget

[A] Rustily Rayon Taffeta
The kind of dress dreams are made of! He'll long remember how lovely you looked on that very special occasion. Fashioned of Rayon Taffeta, with full skirt that rustles softly when you dance. Square low-back neckline and skirt trimmed with frilly Rayon Marquisette ruffles. Bodice shirred softly for figure flattery, tiny puff sleeves. Zip side closing. A perfect dress for bridesmaids, too. Dry clean.
10 B 350—Colors: Blush Pink or Alice Blue. **Sizes:** 11 to 19. See size scale, page 48. Ship. wt. 1 lb. 4 oz. . . . \$9.98

[C] A Rainbow of Color
"Three colors are better than one," say juniors in the fashion "know." Especially when cleverly used in a long-torso honey of Rayon Faillette. Self-covered buttons; ¾ push-up sleeves. All-around pleated skirt swirls from torso band. Zip closing. Dry clean.
10 B 351—Colors: Gray with Royal Blue - and - American Beauty Rose bands; American Beauty Rose with Gray-and-Royal Blue; Royal Blue with Gray - and - American Beauty Rose bands. **Sizes:** 11 to 19. See size scale, page 48. State color and size. Ship. wt. 1 lb. 8 oz. . . . \$6.98

[B] Colorful Sequin Dazzler
Destined to shine on many a special occasion! Dreamed up in shimmering Rayon Velvet, with set-in midriff round neck flashing with colorful sequins. Skirt center is shirred in dirndl-effect you juniors "go for" back of skirt gracefully gored. Back belt completes the "tiny" look. Zip side closing. Comes in becoming colors. Dry clean.
10 B 733—Colors: Wine, Royal or Black. **Sizes:** 11 to 19. See size scale, page 48. State color and wanted. Ship. wt. 1 lb. . . . \$8.98

[D] Twinkling Sequin Midriff
You make a grand entrance and in this stunning Alpaca-weave frock that has lots of front and interest. In front your waist is set with a sequin-sparkling set-in midriff. The peplum starts at midriff and cascades all the way to hem. back . . . forming softly draped effect. Pretty butterfly sleeves. derizing gored skirt front and Zip side closing. Dry clean.
10 B 349—Colors: Black, Royal or Aqua. **Sizes:** 11 to 19. See size scale, page 48. State color and Ship. wt. 1 lb. 4 oz. . . . \$8.98

**FOR INFORMATION ABOUT
MONTHLY PAYMENTS . . . SEE PAGE 19**



Button
Classic

\$6.98

[E]

Figure-Lovely
"Princess" Lines

\$4.98

[F]

Two-Piece
Spectator

\$5.98

[G]

FOR NIGHT AND DAY

in these junior dresses . . . sizes 11 to 19

[E] Supple Rayon Gabardine

Rayon Gabardine classic for the fashion-wise junior who likes clean, crisp tailoring combined with those all-important softening touches. For example, the bright novelty metal buttons marching down the sleeves and big patch pockets. Make-believe figure-flattering darts and shimmering at the waistline. Zip side closing. In three newer and more flattering shades. Dry clean.

10 B 353—Colors: Aqua, Melon or Copper Brown. Sizes: 11 to 19. See size scale, page 48. Be sure to state color and size. Shipping weight 1 lb. 10 oz. . . . \$6.98

[G] Smart Tucked Front

Juniors favorite two-piece spectator frock that will make spectators look twice at you. The gang will think you paid much more for this smartly styled All Spun Rayon frock. Look at the rows of trimly stitched tucks, the all-around skirted peplum-effect. These are the kind of details you usually find only in much more expensive dresses. Self belt and buckle. Zippered all around. Zip side closing. Dry clean.

10 B 355—Colors: Kelly Green, Wine or Royal Blue. Sizes: 11 to 19. See size scale, page 48. Be sure to state color and size wanted when ordering. Ship. wt. 1 lb. 5 oz. . . . \$5.98

[F] Gay Contrast Embroidery

What style "does the most" for your pretty young figure? You're right—it's the princess pet. Here we have it in a budget-priced All Spun Rayon, prettied up with colored zig-zagging embroidery, ending in jaunty tassels. Gored skirt for free-swinging fullness. Short push-up sleeves, so new and nice. Tie-back belt for slimming lines. Back neck opening. Dry clean.

10 B 354—Colors: Kelly Green with Copper Brown embroidery; Copper Brown with Kelly Green embroidery; Gray with Red embroidery. Sizes: 11 to 19. See size scale, page 48. State color, size. Ship. wt. 1 lb. 9 oz. . . . \$4.98

[H] Lacy Medallion . . . Pert Bow

A smart junior picks a party-pretty, eye-catching princess frock. The big news about this knockout in dressy Rayon Faillette is the coachman-tail belt. Other important features of this perfect date frock are shoulder-shirred short push-up sleeves, full gored skirt and a perky bow over the dainty lacy medallion. How you'll love the ultra-fashionable, sure-to-be-becoming keyhole neckline. Zip side closing. Dry clean only.

10 B 356—Colors: Black, American Beauty Rose or Royal Blue. Sizes: 11 to 19. See size scale, page 48. State color and size wanted when ordering. Ship. wt. 1 lb. 11 oz. . . . \$6.98

Ripple-Back
"Princess"

\$6.98

[H]



WE PAY POSTAGE ON CASH
ORDERS OF \$5.00 OR MORE . . . SEE PAGE 198

**BELLAS HESS HELPS YOU
SAVE MONEY**

**FALL'S NEWEST STYLES
AT A ROCK BOTTOM PRICE**

\$3.98
CHOICE OF
THE PAGE



← **Frosty White Embroidery Trim**

You'll be proud this Fall when you step out in this new buttoner . . . for you'll know how lovely and feminine it makes you look. The rich, lavish white embroidery makes it a sensational buy at this low price. It frames the slashed cardigan neckline and trims the smart patch pockets. The buttons repeat the refreshing touch of white. You'll find the darted waistline and gored skirt very slenderizing. Comfortable short sleeves; neat self-material belt and buckle. This charming all-occasion dress is beautifully made of Spuntone (Cotton-and-Spun Rayon). Dry clean. **10 B 511—Colors:** Lime Green, Copper Brown or Royal Blue. **Sizes:** 12, 14, 16, 18, 20, 22. See size scale on page 53. State color and size when ordering. Ship. wt. 1 lb. 11 oz. **\$3.98**

Crispy Polka Dot Suiter →

Your beloved polka dots are always youthful and smart, and here they take on new importance. There's exciting style and wonderful figure flattery in this graceful short-sleeved suiter. The longer-length jacket has a pretty all-around peplum that makes the belted waist look so tiny. White buttons accent the front closing and the square patch pockets. Notched collar; trim-fitting shirred waistline. Softly gored skirt closes smoothly with a button-and-buttonhole placket. Carefully made of Spuntone, a blend of Cotton and Spun Rayon. A fine Bellas Hess value. Dry clean. **10 B 512—Colors:** Medium Blue, Copper Brown or Med. Green. **Sizes:** 12, 14, 16, 18, 20, 22. See size scale, p. 53. State color, size. Ship. wt. 1 lb. 3 oz. **\$3.98**

← **Dressed-Up Shirtwaist Style**

Here's a marvelous two-way bargain! This charming dress is equally becoming and correct for casual or dressy wear. Expertly tailored of Spuntone (Cotton-and-Spun Rayon) and boasting many expensive details. A distinctive monogram-effect adorns the three-button shirtwaist front. And notice the interesting skirt—it has three inverted front pleats, saddle-stitched down to the hipline; the back is gored for easy fit. Short sleeves; self-material belt and buckle and button placket complete the picture of this practical, flattering dress. It will be one of your wardrobe favorites. Dry clean only. **10 B 513—Colors:** Aqua with Navy Blue embroidery; Copper Brown with Kelly Green embroidery; or Melon Rose with Navy Blue embroidery. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale on page 53. State color and size. Ship. wt. 1 lb. 4 oz. **\$3.98**

Hand-Painted Torso Beauty →

Can you believe this glamorous dress is thrift-priced! Just think of how lovely and smoothly-curved your figure will look in it. The long torso-effect is carefully darted to make the most of a small waist, and whittle the larger one. Gay butterflies and delicate flowers are hand-painted on the front. Youthful pointed collar and short sleeves. A snug hip tuck emphasizes the all-around pleated skirt. Buttons in the back from the neck to the hipline. Made of fine Spuntone (Cotton-and-Spun Rayon). Dry clean only. **10 B 510—Colors:** Aqua, American Beauty Rose or Copper Brown. **Sizes:** 12, 14, 16, 18 and 20. See size scale, p. 53. State color, size. Ship. wt. 1 lb. 7 oz. **\$3.98**

DO A FRIEND A FAVOR

Give a friend or neighbor the postcard that came with this Book. It entitles her also to a copy of this National Bellas Hess Money-Saving Style Catalog.





MONEY-SAVING DRESSES

CHOICE OF TWO STYLES

\$**2.98**
EA.

← Polka Dot Shirtwaister

You're "right-on-the-dot" — both fashion-wise and value-wise in this smart shirtwaist-type frock. It looks more than our pin-money price. Wear it all through the day and on to your evening date. Made of Spuntex (Cotton-and-Rayon) with tiny polka dots . . . big plastic buttons. Sleeves, cuffed at wrist, have button closing. Skirt has fly-effect front, gored back. Self-material belt. You'll like the neat-looking lay-down collar. Dry clean only.

10 B 509—Medium Blue, Copper Brown, Kelly Green, each with White dots. **Sizes: 12 to 22.** See size scale below. State color and size. Ship. wt. 1 lb. 3 oz. \$2.98

Nailhead-Studded Jumper →

Our jaunty jumper goes glamorous and puts up a pretty front. See the waist-diminishing midriff band studded with contrasting nailheads. Cardigan neckline slashed 'way down to waist. Skirt gracefully gored front 'n' back. Wear it with long or short sleeved blouses and sweaters. You'll agree it looks more expensive than our tiny price. Fabric is Spuntex (Cotton-and-Rayon). Dry clean. Blouse not included.

10 B 508—Kelly Green, Copper Brown, Red. **Sizes: 12 to 22.** See size scale below. State color, size. Ship. wt. 1 lb. 5 oz. \$2.98



EXCITING STYLES PRICED LOW

CHOICE OF TWO STYLES

\$**4.98**
EA.

← Colorfully Embroidered

New as a Paris flash and brimming over with originality and style-assurance. Above all, you'll hail the modest Bellas Hess price. This All-Spun Rayon smoothie boasts details you'd expect only in more expensive dresses. For example, colorful embroidery trims the peplum and the bodice below the shoulders. Skirt has slenderizing gores front and back. Sleeves push up in newest manner. Cont'asting simulated leather belt. Zip side closing. Dry clean only.

10 B 514—Gold, Aqua or Black. **Sizes: 12 to 22.** See size scale below. State color and size. Ship. wt. 1 lb. 6 oz. \$4.98

Two-Tone Casual Hit →

Casual, yes! But with a dressed-up look, a softness of styling and so flattering that it can double for date duty as well as a daytime standby. Sleeves, shoulder yoke, collar, belt and godets are all in interesting color-contrast. Shirtwaist front has two patch pockets with "monogrammed" flap; $\frac{3}{4}$ length bell sleeves. Slimming gored skirt with set-in front godets. Zip side closing. It's a wonderful buy — this All Spun Rayon charmer. Dry clean only.

10 B 515—Aqua with Melon Rose; or Copper Brown with Kelly Green. **Sizes: 12 to 22.** See size scale below. State color and size. Ship. wt. 1 lb. 6 oz. \$4.98



SIZE SCALE MISSES' DRESSES



Size...	12	14	16	18	20	22
Bust...	32	33½	35	36½	38½	40½ in.
Waist...	24	26	28	30	32	34 in.
Hips...	35	36½	38	40	42	44 in.
Length	42½	43	43½	44	44½	45 in.



Leisure Loves

Sizes 12 to 20

← Cozy 100% Wool Flannel

\$9.98

[A] Let wintry winds blow — they won't bother you one bit. You'll be snug as a bug in a rug in this toasty-warm 100% new Wool Flannel beauty. It's soft as a baby's touch and keeps you comfy and looking pretty around the house. Favorite wrap-style, glamorized with bright white braid. Beautifully fashioned with notched collar and lapels, breast pockets, stitched-down cuffs. Smooth fitted back. Inside ties.

17 B 290—Royal Blue or Wine. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size. Ship. wt. 2 lbs. 5 oz. \$9.98

Ruffy Brunch Coat →

\$2.98

[B] You'll look bright and pretty as you go about your household duties in this gaily printed floral brunch coat. Its easy-on wrap styling is a joy. Has a demure sweetheart neck, enchanting double-ruffle sleeves and a handy ruffle-trimmed pocket. All-around set-in belt ties in front. Three-gore back; inside ties. In fine washable Cotton.

17 B 291—Blue or Rose floral print. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). Shipping weight 1 lb. \$2.98



Girls' Robes Designed For Glamor

Yummy Quilted Cotton

[C] What a wonderful feeling to snuggle up in this chill-chasing quilted Cotton luxury robe. It's light as a cream puff and so-so warm. Full cut with a wide, wide skirt. ¾ length sleeves, patch pocket. Inside ties; tie-in-front belt. Edges are bound in bright contrasting color. Lined with self-material. Unusually fine value at this Bellas Hess low price.

17 B 289—Blue or Rose floral. Girls' Sizes: 7, 8, 10, 12, 14 (to fit 26, 27, 29, 31, 33 chest). State color and size wanted. Ship. wt. 1 lb. 8 oz. \$4.98

Fluffy Soft Chenille

[D] Our Cotton Chenille wrap-around robe for you pig-tailers is soft and warm. It's designed with a soft roll collar, bracelet length sleeves, patch pocket. Edges are tufted in darker shade and there's a darling heart design on each side. Tie-in-front sash; inside ties to hold it snug. Washable — and never needs ironing.

17 B 292—Copen Blue with Royal Blue; Dusty Rose with Wine; or Chinese Red with Wine. Girls' Sizes: 8, 10, 12, 14, 16 (to fit 27, 29, 31, 33, 35 chest). State color and size. Ship. wt. 2 lbs. \$4.98

COLOR-GA ROBES

descriptions of page

[E] Luscious Cotton Chenille

Wrap yourself in the warm lux this thickly tufted Cotton Chenille. Favorite wrap-around styling with collar; ¾ length sleeves; patch pocket. Contrasting color tufting forms a border all around the skirt and finish edges. Tie-front sash; inside ties. Washable — needs no ironing. Colors: Copen with Royal Blue; American Beauty with Wine; or Dusty Rose with Wine. State color and size. Ship. wt. 2 lbs. 8 oz. \$9.98

17 B 293—Misses' Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size. Ship. wt. 2 lbs. 8 oz. \$9.98

17 B 294—Women's Sizes: 40, 42, 44, 46 and 48 bust. \$9.98

[F] Ankle-Length Floral

Sweet violets bloom on this charming quilted housecoat — on the lining as well as the outside. Light weight but wonderfully warm. Soft lapel collar, patch pocket. Full-cut skirt with tie-in-front sash; inside tie strings. Contrast binding; delightful color accent. In fine, fine puffy quilted Cotton.

17 B 285—Rose or Blue ground with floral print. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size when ordering. Ship. wt. 2 lbs. 8 oz. \$9.98

[G] Youthful Step-in Style

Charming housecoat with a gay, youthful air. Opens to below the waist so it's off in a flash — a front pleat conceals opening. Wide midriff tapers your waistline, flattering lines. Becoming pointed short sleeves, tie-back sash. Fashionable glorious printed Cotton — and was 17 B 286—Colors: Rose or Blue with floral print. Sizes: 32, 34, 36, 42, 44 bust. State color and size when ordering. Ship. wt. 1 lb. 3 oz. \$4.98

[H] Sparkling with Posies

Be a glamor queen at home in this soft quilted Rayon Satin robe. Intriguingly warm and comfy. Wrap-style with a wide pointed collar, tie-back sash, inside ties. Rayon-lined. The fitted back gives you figure-lovely lines in this shimmering posy-splashed Rayon Satin.

17 B 287—Colors: Pink or Blue with floral print. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size. Ship. wt. 2 lbs. 8 oz. \$9.98

[J] No-Iron Cotton Seersucker

Garden-fresh flowers shower this housecoat with loveliness. Quick and easy to get into, thanks to the concealed closing to below your waist. Sweet neckline, short sleeves and a waist-waist tie-back sash. Two handy pockets. Pretty-as-a-picture look goes right to the charming design on the back of wide skirt. In joy-to-wash Cotton sucker — needs no ironing.

17 B 288—Brilliant print with Navy predominating. Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size. Ship. wt. 1 lb. \$4.98

[K] Gay Quilted Tub-Ums

Darling quilted Tub-Ums* — gay, comfortable slippers in attractive prints. They're tubbable. They fold easy packing. Each pair comes wrapped in Cellophane.

8 B 1054—Assorted floral prints. Small (4 to 5); Medium (6 to 7); Large (8, 9, 10). State size. Ship. wt. 1 lb. \$4.98

*Reg. U. S. Pat. Off. Pair

COLOR-GA ROBES

descriptions of page

[E] Luscious Cotton Chenille

Wrap yourself in the warm luxury of this thickly tufted Cotton Chenille robe. Favorite wrap-around styling with wide collar; $\frac{3}{4}$ length sleeves; patch pocket. Contrasting color tufting forms a decorative border all around the skirt and finishing edges. Tie-front sash; inside ties. Washable — needs no ironing. **Colors:** Copied with Royal Blue; American Beauty with Wine; or Dusty Rose with Wine. State color and size. Ship. wt. 2 lbs. 17 B 293—Misses' Sizes: 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). 17 B 294—Women's Sizes: 40, 42, 44, 46 and 48 bust.

[F] Ankle-Length Floral

Sweet violets bloom on this charming quilted housecoat — on the lining as well as the outside. Light weight but wonderfully warm. Soft lapel collar, patch pocket. Full-cut skirt with tie-in-front inside tie strings. Contrast binding and delightful color accent. In fine puffy quilted Cotton. 17 B 285—Rose or Blue ground with floral print. **Sizes:** 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size when ordering. Ship. wt. 2 lbs.

[G] Youthful Step-in Style

Charming housecoat with a gay, youthful air. Opens to below the waist so it slips off in a flash — a front pleat conceals opening. Wide midriff tapers your waist. Flattering lines. Becoming pointed short sleeves, tie-back sash. Fashionable glorious printed Cotton — and washable. 17 B 286—Colors: Rose or Blue ground with floral print. **Sizes:** 32, 34, 36, 38, 40, 42, 44 bust. State color and size when ordering. Ship. wt. 1 lb. 3 oz.

[H] Sparkling with Posies

Be a glamor queen at home in this soft quilted Rayon Satin robe. Intriguingly warm and comfy. Wrap-around style with a wide pointed collar, tie-back sash, inside ties. Rayon-lined. The fitted back gives you figure-lovely lines. This in shimmering posy-splashed luxury Rayon Satin. 17 B 287—Colors: Pink or Blue ground with floral print. **Sizes:** 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size. Ship. wt. 2 lbs. 8 oz.

[J] No-Iron Cotton Seersucker

Garden-fresh flowers shower this housecoat with loveliness. Quick and easy to get into, thanks to the concealed opening to below your waist. Sweet neckline, short sleeves and a waist-width tie-back sash. Two handy pockets. A pretty-as-a-picture look goes right to the charming design on the back of the wide skirt. In joy-to-wash Cotton seersucker — needs no ironing. 17 B 288—Brilliant print with Navy predominating. **Sizes:** 12, 14, 16, 18, 20 (to fit 32, 33½, 35, 36½, 38½ bust). State color and size. Ship. wt. 1 lb.

[K] Gay Quilted Tub-Ums

Darling quilted Tub-Ums® — gay, comfortable slippers in attractive prints. They're tubbable. They fold for easy packing. Each pair comes wrapped in cellophane. 8 B 1054—Assorted floral prints. **Sizes:** Small (4 to 5); Medium (6 to 7); or Large (8, 9, 10). State size. Ship. wt. 1 lb. *Reg. U. S. Pat. Off.

Sizes 12 to 20

\$5.98

Sizes 40 to 48

\$6.98

Luxurious
Quilted Cotton

\$5.98

[F]

Sizes

32 to 44

\$3.98

[G]

[H]

Quilted
Rayon Satin

\$10.98

Wonderful
Zip-Front

\$4.98

[J]

DESCRIPTIONS
ON PAGE 54

55

Helen Hess
FASHION
NEW YORK KANSAS CITY

PROVING THAT
FINE FASHION
NEED NOT BE
EXPENSIVE



Sizes
12 to 20

\$8⁹⁸

[A]



\$10⁹⁸

[B]



\$9⁹⁸

[C]

ALPACA-WEAVE RAYON

our best quality . . . soft, supple, luxurious

[A] Rippling Bustle Back

\$8⁹⁸

Glorify your figure for glamorous evenings. This heart-stealing fashion is enchanting from the front, highly dramatic from the back. Designed for utmost flattery in rich Alpaca-weave Rayon. The short slashed-front peplum spirals down the back, forming the long, rippling bustle-effect. This expensive detail gives you the new graceful hip-line. Youthful round neck and brief sleeves. The delicate flower, belt and buckle are of self-material. Waist-nipping tucks; smooth side zip closing. Dry clean.
10 B 516—Royal Blue with Pink, or Black with Pink.
Sizes: 12, 14, 16, 18 and 20. See size scale on page 53. State color and size. Ship. wt. 1 lb. 6 oz. . . \$8.98

[B] The New Long Line

\$10⁹⁸

Helen Hess raves about this excitingly beautiful dress — and so will you! It is lavish with details and fine workmanship. In lovely Alpaca-weave Rayon with long, flowing lines to make you look slender and tall. Sequin embroidery twinkles on the bodice front and smooth, snug hip-band. The skirt is slit high under the unpressed side pleats, giving freedom for walking or dancing. Fabric is wrinkle-resistant. Band cuffs finish the long, full sleeves. Skirt is gored in back and has waist darts. Zip side closing. Dry clean.
10 B 518—Gold, Black or American Beauty Rose.
Sizes: 12, 14, 16, 18, 20 and 22. See size scale, page 53. State color, size. Ship. wt. 1 lb. 5 oz. . . \$10.98

[C] Flashing Sequins

\$9⁹⁸

Here is one of the stunning dresses of the season. Ravishing piece style that gives long, trim silhouette desire. Brilliant sequin brocade in a bow-knot design covers front of the smart, less jacket. Darts and back for perfect long sleeves darts at elbow. You'll like flattering deep V-neckline. Concealed center snipping. The graceful gored front and back has a zip side. Well made of soft Alpaca-weave Rayon. Dry clean.
10 B 517—Soldier Blue or Black. Sizes: 12, 14, 16, 18, 20 and 22. See size scale, page 53. State color and size. Ship. wt. 1 lb. 7 oz. . . \$9.98



Your choice
OF THREE STYLES

GOOD...

THRIFTY
SPUN
RAYON \$ **4⁹⁸**

BETTER...

RICH
RAYON
FAILLETTE \$ **6⁹⁸**

BEST...

ALPACA-
WEAVE
RAYON \$ **9⁹⁸**

SELECT YOUR DRESSES

in the material you prefer . . . sizes 12 to 22

[D] Timeless Classic
A good classic is a wardrobe "must." Helen Hess chose this one for its handsome tailoring. Neat collar, patch pocket, cotton-seamed waist, bracelet length sleeves, turned-back cuffs and buttons on the overlapped hem. Slashed round neckline. Gold color metal rings accent the self-material belt, which buckles in the back. Waist darts; zip side closing. Dry clean.
Colors: Aqua, Wine or Copper Brown. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale, p. 53. Ship. wt. 1 lb. 5 oz.
10 B 521—Soft All Spun Rayon . . . \$4.98
10 B 522—Rich Rayon Faillette . . . \$6.98
10 B 523—Our finest Alpaca-weave Rayon. Superior workmanship throughout. . . \$9.98

[E] Yards of Pleats
Whirl through gay dances in this enticing dress. Its graceful, new swing-pleated skirt is amazingly full. And look at the sweet butterfly sleeves with dressmaker tucks. The smooth, flattering bodice has a self flower and daintily slashed round neckline. Gold color metal rings accent the self-material belt, which buckles in the back. Waist darts; zip side closing. Dry clean.
Colors: American Beauty Rose, Black or Royal Blue. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale, page 53. Be sure to state color and size wanted when ordering. Ship. wt. 1 lb. 6 oz.
10 B 524—Soft All Spun Rayon . . . \$4.98
10 B 525—Rich Rayon Faillette . . . \$6.98
10 B 526—Our finest Alpaca-weave Rayon. Our best workmanship. . . \$9.98

[F] Nailhead-Trimmed
Irresistible two-piecer that will win you compliments. Helen Hess says, "Combine the new sleek, long lines with effective trim." Nailhead-studded tabs look so smart on the shoulders and front of this figure-moulding jacket. The cardigan neckline and long, full sleeves with band cuffs are added drama. Carefully darted front and back and with snap-fastened closing. Gracefully gored skirt; zip side placket. Dry clean.
Colors: Gray, Gold or Black. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale, page 53. State color and size when ordering. Ship. wt. 1 lb. 7 oz.
10 B 527—Soft All Spun Rayon . . . \$4.98
10 B 528—Rich Rayon Faillette . . . \$6.98
10 B 529—Our finest Alpaca-weave Rayon. Superior tailoring. . . \$9.98





Embroidered
Monogram
\$6.98

[A]

EXCITING TWO-PIECE DRESSES

with swish peplums . . .
new whirly pleats . . .
smart "back details"

SEE DESCRIPTIONS
ON PAGE 59



"Colonial
Belle"
\$9.98
[D]



[B]
Fish-Tail
Back
\$6.98



[C]
Flaring
Peplum
\$5.98





Flash of
Sequins
\$10.98
[E]

Torso
Styled
\$7.98
[F]

Smart
Jerkin
\$4.98
[G]

THE NEW LONGER LINE IS FOR YOU

Pretty as a Picture

Simply feminine, this two-piece suit-dress is in shimmering sequin embroidery! Nipped-waist, full push-up sleeves; a generously full and gathered peplum that minimizes curves! The skirt is gently gored front and back with a concealed zip placket. In our lovely, wrinkle-resistant Rayon Crepe that drapes so softly and refuses to hold wrinkles. Dry clean.

10 B 528—Colors: Soldier Blue, Black or Gray. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale on page 53. State color and size when ordering. Shipping weight 1 lb. 9 oz. **\$10.98**

[F] Dressmaker Details

Because you love that feeling of being dressed just right — you'll love this dress in soft, lustrous Rayon Faillette. Softly pleated long-torso top is slashed to the waistline and trimmed with white braid embroidery. Detachable white vestee with passementerie bows at the demure young neckline. Wide three-quarter length embroidered sleeves; self belt and buckle. Separate gored skirt; zip placket. Dry clean.

10 B 529—Colors: American Beauty Rose, Royal Blue or Black. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale, page 53. State color and size. Ship. wt. 1 lb. 5 oz. **\$7.98**

[G] Spun Rayon in Two Colors

If ever a jerkin deserved a place in the top ranks it's this one. It's designed with eye appeal as well as being practical. Embroidered in front, with a waistband that matches the embroidery. Sleeveless so you can wear it with pretty blouses. Gored skirt has contrasting godets to make fashion news! Zip placket. Well made of All Spun Rayon. Dry clean. (Blouse is not included.)

10 B 528—Colors: Aqua with Navy Blue; Navy Blue with Aqua; or Kelly Green with Copper Brown. **Sizes:** 12, 14, 16, 18 and 20. See size scale on page 53. State color and size when ordering. Shipping weight 1 lb. 7 oz. **\$4.98**

FOR INFORMATION ABOUT TIME PAYMENTS, SEE PAGE 196

DESCRIPTIONS OF DRESSES SHOWN ON PAGE 58

Flattering Lines

Simply whenever it goes — this fashion Rayon two-piece dress is in shimmering Rayon Crepe. Features a nipped waist, full push-up sleeves, a gathered peplum and a striking large bow at the waist. Skirt is pleated from waist to hem; zip placket. Dry clean.

10 B 530—Colors: Kelly Green with Copper Brown or Copper Brown with Kelly Green. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale, page 53. State color and size. Ship. wt. 1 lb. 9 oz. **\$6.98**

[B] Spun Rayon Cut-Away

Stripes are fashion news! And here's your striped cutaway — the up-to-the-minute two-piece. Fashioned of Spun Rayon, with a shawl collar and the new side treatment in a softly draped double peplum. New coachman back with fishtail flare. Skirt has front kick pleat; back gores; zip placket. In Fashion's favorite shades. Dry clean only.

10 B 531—Colors: Copper Brown, Gray or Copen Blue, each with White pencil stripes. **Sizes:** 12, 14, 16, 18, 20 and 22. See size scale, page 53. State color and size when ordering. Ship. wt. 1 lb. 6 oz. **\$6.98**

[C] Two-Piece Dater

You'll love this two-piece date dress with the rippy peplum! Round young neckline; richly embroidered push-up sleeves. Made of fine quality Spun Rayon on youthful, style-right lines and so flattering in this season's luscious colors! Generously gored skirt with zip placket. Dry clean only.

10 B 530—Gold with Black embroidery; Copper Brown with Chartreuse embroidery; or Royal Blue with American Beauty Rose embroidery. **Sizes: 12 to 22. See size scale, page 53. State color, size. Ship. wt. 1 lb. 10 oz. **\$5.98****

[D] Rich Rayon Alpaca

Adorable two-piece with turn-back flaps faced in a contrasting color — a smart style touch copied from a Colonial uniform. Flattering long slim jacket with ¾ sleeves. Beautifully made of wrinkle-resistant Alpaca-weave Rayon Crepe. Trim-fitting gored skirt; zip placket. Dry clean.

10 B 532—Royal Blue or Black, each with American Beauty Rose trim. **Sizes: 12, 14, 16, 18, 20, 22. See size scale, page 53. State color, size. Ship. wt. 1 lb. 9 oz. **\$5.98****



[A]
\$8⁹⁸

[B]
\$7⁹⁸

Helen Hess
FASHION
NEW YORK KANSAS CITY

bright idea for fall:

SPUN RAYON GABARDINE

beautifully modeled
into four of fall's
outstanding fashions

[C]
\$6⁹⁸

[D]
\$7⁹⁸

[A] Longer Lines . . . Pleated Skirt

So new—and so-o-o slimming, with its all-around concertina pleated skirt; contrasting color long torso-effect back 'n' front, with attractive chatelaine-effect trimming. Soft full sleeves flow from jerkin-type armholes. Beautifully made in our fine Spun Rayon Gabardine. Zip closing. Dry clean only.
10 B 536—Copper Brown-and-Gold; Royal Blue-and-Melon Rose; or Aqua-and-Melon Rose. Sizes: 12 to 20. Size scale, page 53. State color, size. Ship. wt. 1 lb. 10 oz. \$8.98

[B] Your Classic Gets Dressed Up

All the virtues of the well loved classic plus wonderful new flattering feminine details. For example, the wonderful deep-tuck yoke front, pretty gilt buttons, double strap-and-harness buckles on the wide belt, softly shirred waist and sleeves. Buttons from neck to hem under fly-front. Back of skirt is gored. In fine Spun Rayon Gabardine. Dry clean only.
10 B 538—Melon Rose, Soldier Blue or Gold. Sizes: 12 to 22. Size scale, page 53. State color, size. Ship. wt. 1 lb. 13 oz. \$7.98

[C] Big Gold Buttons on a Basic Frock

Enchantingly young and simple. Equally at home in daylight or candlelight . . . smartly accented by gleaming gold color buttons. Deep-slashed neckline, cap sleeves, deep, soft tucks in skirt front; gored back. Zip closing. In lovely Spun Rayon Gabardine. Dry clean.
10 B 537—Gold, Soldier Blue or Gray. Sizes: 12 to 20. See size scale, page 53. State color, size. Ship. wt. 1 lb. 11 oz. \$6.98

[D] Swish Peplum on a Pert Suit

Our Spun Rayon Gabardine 2-piecer is such a flatterer . . . designed to make your waist look tiny. The peplum slopes into a fishtail back with deep inverted center pleat. Applied Felt motifs add a festive touch. Skirt is gored front and back. Zip placket. Dry clean.
10 B 535—Aqua with Black trim; Black with Aqua; or Gray with Black. Sizes: 12 to 20. See size scale on page 53. State color, size. Ship. wt. 1 lb. 10 oz. \$7.98

THRILLING NEW FASHIONS

selected for you by
Helen Hess, your style adviser

You'll be thrilled by the new Fall and Winter fashions. Look at these four lovelies that play up to romance. Note the longer, slimming length, new excitement in concertina pleats, glamorous glitter, and softly gathered skirts. They look so expensive but are priced budget-low. Please write me about your fashion problems—I'd love to hear from you.

HELEN HESS



[E] Your Rainbow of Sequins

Your "dress-up" dress should be very special... like this one, for example. Beautifully made of crease-resistant Alpaca-weave Rayon Crepe, with jewel-tone sequins cascading from shoulder to waist and finishing the sash end. Slim, beautiful lines; three-quarter length sleeves. Skirt is gored front and back. Dry clean.
10 B 540—American Beauty Rose, Black or Royal Blue. Sizes: 12 to 22. See size scale on page 53. State color and size. Shipping weight 1 lb. 4 oz. \$10.98

[F] Your Sunburst of Pleats

So new, so dressy, so reasonably priced! The flattering keyhole neckline is accented with corded embroidery and glittering nailheads. And here is Fashion's newest skirt... all-around concertina pleats. Zip side closing. Beautifully fashioned of wrinkle-resistant Alpaca-weave Rayon Crepe. Dry clean.
10 B 542—Soldier Blue, American Beauty Rose or Black. Sizes: 12 to 22. See size scale on page 53. State color and size when ordering. Ship. wt. 1 lb. \$8.98

[G] Rayon Jersey for Flattery

You know how sleek, smooth Rayon Jersey flatters your figure! In this lovely frock, we've gathered the waist-line all around for a soft drap effect. Three-quarter balloon sleeves smartly banded in black. An added glamor touch is the girde-type belt spiked with shiny metal nailheads and colored squares. Zip placket. Dry clean.
10 B 539—Melon Rose or Aqua, each with Black. Sizes: 12 to 20. Size scale on page 53. State color and size. Ship. wt. 1 lb. 7 oz. \$7.98

[H] Tier Upon Tier of Pleats

Look your loveliest in this crease-resistant Alpaca-weave Rayon Crepe with beautiful lines. There's important fashion news in the 4-tiered skirt front of concertina pleats. (Back of skirt is gored). Designed to slenderize. An important touch is the belt and flower of gold color simulated leather. Zip closing. Dry clean.
10 B 541—Purple, Black or American Beauty Rose. Sizes: 12 to 22. See size scale on page 53. State color and size. Ship. wt. 1 lb. 8 oz. \$9.98

Coachman
Styled
[B]



New
Neckline
[C]



Striped
Buttoner
[D]



[A]
Rainbow
Stripes

WOVEN CHAMBRAY

the bargain of the year . . .
smart sanforized frocks at only

\$2.98
EACH

[A] Bow-Trimmed Two-Piecer

Two perky bows add a feminine touch to this multi-colored carnival-striped two-piece dress. It's the perfect all-year-round tubbable frock. Made of fine Sanforized Chambray, and you know what that means . . . washes like a dream, with shrinkage of not more than 1%. The top is trim and neat, with set-in waistband for slimming flattery. Skirt boasts a front kick pleat. There's a lot of dress value here for a very moderate price.

17 B 190—Color: Multi-colored stripes. **Sizes:** 12 to 20. See size scale on page 53. State size when ordering. Shipping weight 14 oz. **\$2.98**

[C] Novelty Button Trim

No one will ever believe you paid so little for this woven striped Chambray charmer. Look at the expensive details! Large buttons and braid trim the smart surplice neck. See the tricky way the side unbuttons, and presto . . . there's a deep diagonal pocket. Contrasting belt. Front gathers below the waist for fullness. All seams pinked. Shoulder pads. An adorable style . . . a truly wonderful buy at this low price. Washable, and Sanforized for minimum shrinkage. **17 B 191—Colors:** Yellow-and-Brown stripes; Blue-and-White stripes. **Sizes:** 12 to 20. See size scale on page 53. Be sure to state color and size. Shipping weight 15 oz. **\$2.98**

[B] Day Into Date-Time Frock

Sweet and appealing and with a "much-money" look about it, this darling frock is an easy-to-wash Sanforized Chambray. It has snowy white strips from shoulder to waist and white buttons. The graceful skirt is generously gored. Button side opening. All seams are pinked to prevent raveling. Shoulder pads assure better fit, becoming lines. No need to resist this cute dress when it's priced so low.

17 B 209—Colors: Blue, Rose or Brown. **Sizes:** 12 to 20. See size scale on page 53. Be sure to state color and size when ordering. Shipping weight 14 oz. **\$2.98**

[D] Ever-Popular Classic

The style you choose year after year . . . the button-front classic! It seems no wardrobe complete without one, but you seldom see them at this miracle-low price. Look what you get here! Washable, Sanforized Chambray with contrasting plastic buttons, 2-way diagonal striped front yoke and deep pockets. Set-in waistband with a half-sash that ties in front. Pleat at each side of skirt front, gored back. Comfortable, convenient and becoming!

17 B 193—Blue-and-White; Brown-and-White or Green-and-White stripes. Sizes: 12 to 20. See size scale on page 53. State color and size when ordering. Shipping weight 14 oz. **\$2.98**



STURDY COTTON VALUES

button-front dresses for nurses and utility wear for all sizes

White Cotton Poplin

\$2.59

Short-sleeved, button-front style in sturdy Cotton Poplin—launders like a breeze! Notched collar, ruffled cuffs, handy patch pockets—this dress is a general favorite! A professional nurse will be useful for many years.

Colors: White, Blue, Green, Brown. Sizes: 12, 14, 16, 18, 20 (see size scale, p. 53); also 40, 42, 44 and 46 bust (size scale, p. 69). State size and ship when ordered. . . . **\$2.59**

[F] Smart Long Sleeves

\$2.98

Right for your job—homemaker, beautician, lab technician, waitress, medical or dental assistant—this uniform of sturdy Cotton Poplin in smart, trim long-sleeve style. Easy-to-iron buttoned front, with rows of stitched tucks below yoke front; set-in long sleeves with button cuffs. Generous 2-in. hem; sturdy stitching throughout. Patch pocket.

17 B 204—White only. Sizes: 12, 14, 16, 18 and 20 (size scale, p. 53); also 40, 42 and 44 bust (size scale, p. 69). State size. Ship. wt. 1 lb. **\$2.98**

[G] Striped or Solid

\$2.69

Excellent quality uniform that will give you sturdy service. Made of long-wearing, easy-to-laundry Cotton in button-front style, with white trim on collar and cuffs. Set-in waistband; two patch pockets. Generous 2-in. hem. Sizes: 14, 16, 18, 20 (see size scale, p. 53); also 40, 42, 44, 46, 48, 50, 52 bust. Ship. wt. 1 lb.

17 B 202—Fine Percale Stripes: Blue, Red or Green with White stripes. . . . **\$2.69**

17 B 203—Good quality Cotton Broadcloth. Solid Colors: Blue, Green or White. State color, size. . . . **\$2.69**

COLORFUL POSY PRINT PERCALE APRONS

With White Trim

When you put on a gay posy print apron, you're ready for a day of sturdy tubbability. It's a pretty garden-fresh apron that does a job of protecting your dress. It has two spacious pockets; a white midriff and ties and white band around bib. Priced very low.

17 B 206—Colorful print on White ground. One size only—fits sizes 32 to 38 bust. Shipping weight 6 oz. . . . **98¢**

[J]

Snowy White Ruffles

You'll be pleased to show off this pretty hostess apron. It's dainty, yet as sturdy as can be in this pretty Percale. Gay posy print provides colorful contrast for the white ruffle all around bottom; white midriff and ties and white band around bib. Priced very low.

17 B 206—Colorful print on White ground. One size only—fits sizes 32 to 38 bust. Shipping weight 6 oz. . . . **39¢**



98¢
[H]

[J]

39¢

63

YEAR-ROUND COTTONS

SIZES 12 to 20

beautifully styled
budget washables
to keep you looking
fresh and pretty
from morn till dusk

Butterfly
Bows

\$2.98

[A]



Wrap-Around
Brunch Coat

\$1.98

[B]



Side-Button
Striper

\$2.39

[C]



[D]

Button-Prettied
Peplum

\$2.98



[A] Enchanting Star Design

It's such a pretty and well made frock you'll welcome unexpected visitors. Fine quality tubbable Percale in colorful star and tern print on White. Adorable white insets and self bows for a feminine touch. Sleeves with shoulder pads. Dirndl-type with sash back; 7-button back opening. Easy stitching throughout; all seams pinked. 7 inch hem.

17 B 192—Color: Print as pictured on White ground. Sizes: 12 to 20. See size scale, page 53. Ship. wt. 14 oz. \$2.98

[B] Garden-Fresh Floral

Pretty posy print Percale wrap brunch coat—serves as a dress or goes on over "dress-up" clothes like an apron. So waistband ties at side. Handy patch pocket. So comfortable to work in, trim-fitting and pretty; a joy to wash and iron.

17 B 130—Assorted floral prints. Sizes: 12 to 20. See size scale, page 53. State color. Ship. wt. 14 oz. \$1.98

[C] Dainty Ruffle Trim

Look sweet as a candy stick in this two-stripe tubbable Percale. Young, light head styling in the square neck, white ruffle and dirndl-type skirt. Buttons all the down side; opens flat for easy ironing.

17 B 210—Red-and-White; Blue-and-White or Green-and-White. Sizes: 12 to 20. See size scale, page 53. State color and size when ordering. Ship. wt. 14 oz. \$2.39

[D] Perky White Polka Dots

Smart, washable one-piece polka dot Percale to wear shopping, when you drop in on a neighbor, or just to look fresh and pretty around the house. White plastic buttons on the front and peplum. Self belt; plastic buckle. Set-in sleeve; two-inch hem.

17 B 208—Blue, Rose or Green, each with White polka dots. Sizes: 12 to 20. See size scale, page 53. State color and size when ordering. Ship. wt. 1 lb. \$2.98



TRIM-STYLE COTTONS

FOR WOMEN
SIZES 34 to 44

CHOICE \$ **2.98**

AND LARGER
SIZES 46 to 52

CHOICE \$ **3.39**

[E] Embroidered Fly Front
Bright polka dot Percale dress—smart and beautiful looking. The slenderizing fly front-effect highlighted with white embroidery; darted neckline for trim fit; neat tie belt. Club collar; comfortable set-in sleeves; snap placket. Gentle hem; all seams pinked. Launders nicely. Colors: Blue, Rose or Green, each with White embroidery. State color, size. Ship. wt. 1 lb.
196—34, 36, 38, 40, 42, 44 bust. \$2.98
197—46, 48, 50, 52 bust. \$3.39

[F] Eyelet-Trimmed Zipster
Smart sudsable Percale print with pretty feminine details—with quick-zip front for busy women. Curved collar, fan shape pockets and set-in sleeves are spiced with white eyelet and trim. Tie-back belt; deep 2-inch hem. A wonderful value! Colors: Rose, Green or Blue with White eyelet print. State color, size. Ship. wt. 1 lb.
200—34, 36, 38, 40, 42, 44 bust. \$2.98
201—46, 48, 50, 52 bust. \$3.39

[G] Ruffled Shirtwaist Dress
Smart grand sudsable frock in smart Paisley print. Flattering ruffles from the notched collar to the self belt. The trim pleated skirt has saucy button-effect pockets; smooth snap placket. Careful workmanship makes this an excellent buy. Colorful Paisley prints on White ground. State color, size. Ship. wt. 1 lb.
198—34, 36, 38, 40, 42, 44 bust. \$2.98
199—46, 48, 50, 52 bust. \$3.39

[H] Striped Chambray Buttoner
You'll love this bargain beauty. Our buttoner is a smart stripe Chambray. Sanforized—it won't stretch more than 1%. Stripes are cleverly designed to slenderize. Stitched-down cuffs; pressed set-in waistband, front ties, peaked patch pockets. Nicely made, with gathers below the notched collar, set-in sleeves. Contrasting buttons. The slim skirt has front pleats; buttoned hem. Color: Multicolor stripes. State color, size. Ship. wt. 14 oz.
202—34, 36, 38, 40, 42, 44 bust. \$2.98
203—46, 48, 50, 52 bust. \$3.39





BELLAS HESS PRESENTS NEW FASHIONS

Thrifty Coat Dress

Every woman loves the convenient button-down-the-front dress. So easy to slip into . . . so simple to wash and iron. Here it is in pretty, flower-fresh Percale to take you neatly through the day. Cleverly designed to make you look slim and trim. Notched collar, flattering V-neckline. Softly gathered shoulders. Two flap pockets, self-material tie belt and loops. Skirt is gored front and back. **Colors:** Rose or Blue ground with colorful floral print. **Sizes:** Regular women's sizes, also half sizes. See below. State color and size wanted when ordering. Shipping weight 1 lb.

HALF SIZES
17 B 218—**Sizes:** 16½, 18½, 20½, 22½, 24½. See size scale, p. 67. . . . \$2.19

WOMEN'S SIZES
17 B 217—**Sizes:** 34, 36, 38, 40, 42, 44 bust. See women's size scale, page 69. . . . \$2.19

Becoming Two-Piece Effect

Attractive two-piece effect dress of washable flowered Percale. Two pert buttons trim tabs at each side of collar; four more buttons dress up the jacket. Note especially the two pockets featuring novel and pretty "bubble" shirring. Self-material belt with trim buckle. Gently flared skirt has gored front, button-placket closing. A dress you'll wear day-in and day-out. **Colors:** Rose or Blue ground with colorful floral print. **Sizes:** Regular women's sizes, also half sizes. See below. State color and size wanted when ordering. Shipping weight 1 lb.

HALF SIZES
17 B 212—**Sizes:** 16½, 18½, 20½, 22½, 24½. See size scale, page 67. . . . \$2.98

WOMEN'S SIZES
17 B 211—**Sizes:** 34, 36, 38, 40, 42, 44 bust. See women's size scale, page 69. . . . \$2.98

Eyelet-Charmed Buttoner

Your old favorite—the button-down-the-front dress displays new and pretty airs. It features details you'd expect only in a more expensive frock. Look at the crispy White eyelet trim, softly gathered front yoke-effect. Nipped back with set-in waistband that ties in front. Good quality washable Cotton in attractive novelty print. Opens flat for easy ironing. **Colors:** Blue-and-White, or Green-and-White print. **Sizes:** Regular women's sizes, also half sizes. See below. State color and size wanted when ordering. Shipping weight 1 lb.

HALF SIZES
17 B 216—**Sizes:** 16½, 18½, 20½, 22½, 24½. See size scale, page 67. . . . \$2.79

WOMEN'S SIZES
17 B 215—**Sizes:** 36, 38, 40, 42, 44 bust. See women's size scale, page 69. . . . \$2.79

IF YOU'RE 5 FEET 3 INCHES OR UNDER (in stocking feet) ORDER "HALF SIZES"

NOW National Bellas Hess brings Half Sizes to you women with mature figures who are 5 feet 3 inches or under. Scientifically proportioned to fit right . . . without expensive cost or bother of alterations. Cleverly designed to make you look taller and slimmer. See size scale on page 67.

IF YOU'RE OVER 5 FEET 3 INCHES (in stocking feet) ORDER WOMEN'S SIZES

Our Women's Sizes are carefully proportioned for you women with mature figures who are over 5 feet 3 inches tall. They are designed to slenderize and fit right . . . eliminating expensive and bothersome alterations. Waistlines are larger than misses' sizes. See size scale on page 69.



IS FOR THE AVERAGE AND SHORTER WOMAN

Scalloped Spun Rayon

the-fron... slimming shirtwaist style in rich-... Spun Rayon. Such pretty, feminine... in the way the neck and peplum are... all the way 'round. Dated at... and waistline for smoother fit. Skirt is... front and back to give you long, slender... Self-material belt and buckle. Zip side... Colors: A frock that really looks as if it cost dol-... Black, Wine or Gray. Sizes: Regular... also half sizes. See below. State... Shipping weight 1 lb. 5 oz.

Two-Piecer in Alpaca-Weave Rayon

You'd have to look far and long before you... could duplicate this value in an attractive... two-piecer at our modest price. In fine Alpaca-... Rayon and smartly designed to give an... illusion of slenderness. Cardigan jacket has... rich self material corded embroidery. Flange-... effect creates a slim shoulder line. Softly shirred... waistline. Removable white dickey; novelty... pin. Skirt boasts front inverted kick-pleat, gored back. Zip side closing. Colors: Soldier... Blue, Black or Gray. Sizes: Regular women's... sizes, also half sizes. See below. Ship. wt. 1 lb. 7 oz.

Embroidered Alpaca-Weave Rayon

Here's the slimming, delightfully flattering dress... you'll wear on all important occasions. Beau-... tifully made of luxurious Alpaca-weave Rayon, with expensive details like colorful insets at each shoulder, outlined with gold-like embroidery; matching gold color buttons. Plunging V-neckline. Gracefully gored skirt features sash tabs edged with color contrast. Self material belt, buckle. Colors: Black with Aqua; Royal Blue with Powder Blue; or Gray with Pink. Sizes: Regular women's sizes, also half sizes. See below. State color and size wanted. Ship. wt. 1 lb. 7 oz.

SIZE HALF SIZES

Sizes: 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. See size scale page 69. \$6.98

WOMEN'S SIZES

10 B 627—Sizes: 34, 36, 38, 40, 42, 44 bust. See women's size scale, page 69. \$6.98

HALF SIZES

10 B 740—Sizes: 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. See size scale below. \$10.98

WOMEN'S SIZES

10 B 625—Sizes: 34, 36, 38, 40, 42, 44 bust. See women's size scale, page 69. \$10.98

HALF SIZES

10 B 741—Sizes: 16 1/2, 18 1/2, 20 1/2, 22 1/2 and 24 1/2. See size scale below. \$8.98

WOMEN'S SIZES

10 B 626—Sizes: 34, 36, 38, 40, 42, 44 bust. See women's size scale, page 69. \$8.98

ES... can't it wonderful that now you can buy dresses... fit as though they were custom-made to your... I've selected these attractive styles because... slenderizing and can be had in both regular and... no cost or bother of alterations. Be... check your size carefully with the size scale on this... on page 69. HELEN HESS Fashion Adviser



SIZE SCALE FOR HALF SIZE DRESSES

You wear size	16 1/2	18 1/2	20 1/2	22 1/2	24 1/2
If your bust is	35	37	39	41	43
If your waist is	30 1/2	32 1/2	34 1/2	36 1/2	38 1/2
If hips are	39	41	43	45	47
Dress length	43	43 1/2	43 1/2	44	44

See "How to Measure" on Page 197

NATIONAL BELLAS HESS 67



\$7⁹⁸

[A]

SOFTLY STYLED FOR SLIM LINES

charming new fall styles for
women who wear sizes 34 to 44
... at thrifty low prices, too!



\$7⁹⁸

[B]



\$5⁹⁸

[C]

[A] Rayon Gabardine Dress-Up

Here's a dress that artfully combines clever secrets of fashion designing to give you the youngest, slimmest lines possible. It's a good classic model so charmingly styled you can wear it anywhere. Clean-cut tailoring in Rayon Gabardine, with flattering feminine touches. The slenderizing make-believe fly front boasts novelty spaghetti-bow buttons. Soft shirring where it does the most good for your figure. V-neck. Deep kick pleats in front; gored back. Self-material belt; zip side closing. All at a remarkably low Bellas Hess price. Dry clean.

10 B 630—Powder Blue, Melon, or Gray. Sizes: 34, 36, 38, 40, 42, 44 bust. See size scale, page 69. State color and size. Ship. wt. 1 lb. 6 oz. **\$7.98**

[B] Embroidered Suiter

Everything about this smart Rayon Faillette two-piecer is planned to give a slimming illusion. The long-sleeved jacket has a gently flaring peplum-like bottom that comes well down over the hips to give a long-line effect. Picturesque touch in the gold color tinsel-embroidered motif sparked with gleaming nailheads. Pointed revers and flattering V neckline. Graceful gored skirt is wonderful for hip-diminishing . . . longer, height-giving lines. Zip side closing. Dry clean only. 10 B 629—Black, Gray or Wine. Sizes: 34, 36, 38, 40, 42, 44 bust. See size scale, page 69. State color and size. Ship. wt. 1 lb. 7 oz. **\$7.98**

[C] Striped Button Classic ➤

Somehow, no wardrobe seems complete without a striped classic. This All-Spun Rayon casual will be the joy of your busy life. It's so becoming to a woman's figure, so adaptable for 'round-the-clock' wear. The neck-to-hem front closing is wonderfully convenient as well as slenderizing. Artfully placed shoulder and waist darts lend softness to bodice. Pocket has interesting passementerie top. Smooth-fitting skirt, gored front and back. Tailored self-belt. So much value for so little money! Dry clean only.

10 B 628—Gray, Royal Blue or Copper Brown. Sizes: 34, 36, 38, 40, 42, 44 bust. See size scale, page 69. State color and size. Ship. wt. 1 lb. 5 oz. **\$5.98**

68 NATIONAL BELLAS HESS

YOUTHFUL STYLES

Figure magic in
slimming fashions
for women
at Bellas Hess
SIZES 34 to 44

Exciting
Bargain
\$3.49

[E]

Durable
Spuntone

\$3.98

Rayon
Crepe

\$5.98

[F]



[D]

Surplice Front
Rayon Faillette

\$6.98

← [D]

You'll Treasure This All-Occasion Frock

You've often wished for a dress as smart and slenderizing as this one-piece. It's beautifully made of rich Rayon Faillette. And notice how we accented the new slimming line — contrasting applique borders surplice neckline and curved-front peplum. Shirring at shoulders; bracelet-length sleeves. Soft bow at waistline; darted back. Trim gored skirt; zip closing. Self-material belt and buckle. Dry clean only.
10 B 634—Royal Blue with Powder Blue; Black with Aqua Blue; or Gray with American Beauty. Sizes: 34, 36, 38, 40, 42, 44. See size scale below. State color, size. Ship. wt. 1 lb. 5 oz. \$6.98

[E]

The Ever-Popular Shirtwaister Rates High!

Smartly simple shirtwaist dress with unusually nice details, such as the shoulder monogram-effect and your favorite notched collar. Comfortable short sleeves; three-button front; trim darted waistline. The carefully cut skirt has front pleats and a gored back. Self-material belt and buckle. Button side placket. Made of Spuntex — a Cotton-and-Spun Rayon blend. Dry clean only.
10 B 631—Wine with Blue monogram-effect; Navy Blue with Red monogram-effect; or Medium Brown with Green monogram-effect. Sizes: 34, 36, 38, 40, 42, 44. See size scale below. State color and size. Ship. wt. 1 lb. 4 oz. \$3.49

[F]

Dress-Up Posy Print in Choice of Two Fabrics

Fashion-wise women will love this slim-line dress. Nicely detailed, with a modified neckline and divided front peplum. Removable V-neck dickey with a soft bow — flattering to your face. Smooth-fitting darted waistline; self-material belt, plastic buckle. Short sleeves. Gracefully gored skirt with side button placket. Dry clean. Colors: Medium Blue, Medium Green or Rose floral print. Sizes: 34, 36, 38, 40, 42, 44. See size scale below. State color and size. Shipping weight 1 lb. 5 oz.
10 B 632—Spuntone (durable Cotton-and-Spun Rayon blend) \$3.98
10 B 633—Luxurious Rayon Crepe \$5.98

SIZE SCALE 34 to 44 and 45 to 53 BUST

You wear size	34	36	38	40	42	44	45	47	49	51	53
If your bust is	34	36	38	40	42	44 in.	45	47	49	51	53 in.
If your waist is	28½	30½	32½	34½	36½	38½ in.	42	44	46	48	50 in.
If your hips are	38	40	42	44	46	48 in.	51	53	55	57	59 in.
Dress length	44	44½	45	45½	46	46½ in.	46½	47	47½	48	48 in.

Read "How to Measure" on Page 197



Dazzling
Trim
\$5.98

Showered With
Nailheads
\$8.98

Spring
Shirtwaist
\$3.98

FALL'S LOVELIEST NEW FASHIONS

proportioned for both average and larger figures

Rich-Bodied Spun Rayon

For that fashion-slim "willowy" look, here's an all-occasion dress that's almost a wardrobe necessity. You'll love it for its smart fabric — it's fashioned in "easy-to-wear," rich-textured Spun Rayon . . . for its neckline interest, its gleaming nailhead front trim. You'll love it for its nice added details — string bow accents, front and back darts, graceful three-quarter length sleeves. The skirt is gored for gentle flare and has a smooth, easy zip closing. Self material belt and buckle. Dry clean.

10 B 675—Colors: Black, Gray or Soldier Blue. **Sizes:** 36, 38, 40, 42 and 44 bust; also 45 to 53 Bust. See size scale below. State color and size when ordering. Ship. wt. 1 lb. 4 oz. . . . \$5.98

Rayon Faillette Two-Piecer

An around-the-calendar "dress-up" dress — exquisitely detailed. It's made of luxurious, beautiful Rayon Faillette — in your favorite two-piece style. The gala jacket calls attention to its lay-down revers with contrasting removable washable over-collars. Gleaming braid and glittering nailheads extend from shoulder to waistline (for an accent on slim lines!) to circle off in a peplum-effect. Graceful $\frac{3}{4}$ length bell sleeves; softly shirred waistline. Gored skirt has zip side closing. Self material belt and buckle. Dry clean.

10 B 676—Soldier Blue, Black or Gray. Sizes: 36, 38, 40, 42 and 44 bust; also 45 to 53 bust. See size scale below. State color and size wanted when ordering. Ship. wt. 1 lb. 9 oz. . . . \$8.98

Glorious Printed Spun Rayon

The classic shirtwaist frock is everybody's heart. In gay printed Spun Rayon (a blend of rayon and Spun Rayon) — it's a dress you'll love. Gracious "sweetheart" neckline ending pointed "V" finished with a novelty pin. Attention-getting detail in the tucks at shoulder with soft dressmaker bow; a waistline for a smooth fit. Short sleeves finished with turn-back cuffs. Graceful flowing skirt with gently gored front and back. Self material belt and buckle. Dry clean.

10 B 674—Assorted color prints. Sizes: 36, 40, 42, 44 bust; also 45 to 53 bust. See size scale below. Be sure to state size wanted when ordering. Shipping weight 1 lb. 3 oz. . . . \$3.98

Are you one of those women who think that pretty dresses come only in misses' sizes? Of course it's not true, as you can see here. I selected these dresses in sizes 36 to 44, and 45 to 53 for their youthful styling, slenderizing lines, smart good looks. You'll love them.

HELEN HESS, Fashion Adviser



SIZE SCALE 36 to 44 and 45 to 53 BUST

You wear size	36	38	40	42	44	45	47	49	51
If your bust is	36	38	40	42	44	45	47	49	51
If your waist is	30½	32½	34½	36½	38½	40	42	44	46
If your hips are	40	42	44	46	48	50	52	54	56
Dress length	44½	45	46½	46	46½	47	47½	48	48

Read "How to Measure" on Page 197



STYLED FOR AVERAGE AND LARGER WOMEN

SIZES 36 TO 44
AND 45 TO 53

ELEGANCE FOR YOU

in luxurious rayon alpaca

Enchanting Print Top

Enchanting combination in print and plain that you'll wear whenever it's important to look your loveliest. Beautifully made of rich Alpaca-weave Rayon, this dress is a one-piece style features a perfectly proportioned all around peplum, darts front and back. Topped off with a trimming of gleaming buttons, soft shoulder darts, waistline darts front and back, $\frac{3}{4}$ length bell sleeves, . . . it's truly lovely and lovely. Skirt gently gored front and back; zip closing. Self material rayon. Dry clean only.

Colors: Soldier Blue, Black or Wine. Sizes: 36, 38, 40, 42 and 44; also 45 and 53. See size scale on page 70. State color and size wanted when ordering. Ship. wt. 1 lb. 5 oz. . . . \$8.98

Gorgeous Sequin Motifs

Enchanting styled! It's sequin starred! It's stunning! Glamorous "dress-up" dress in rich Alpaca-weave Rayon — a dress to lure compliments! Sparkling sequin motifs trim the shoulder and side drape; novelty pin included. Slimming waistline front and back; $\frac{3}{4}$ length bell sleeves. Slimming skirt darts front and back; zip closing. Self material rayon. Dry clean only. A fine value at this Bellas Hess moderate price. Dry clean only. Colors: Soldier Blue, Black or Wine. Sizes: 36, 38, 40, 42 and 44; also 45 to 53. See size scale on page 70. State color, size. Ship. wt. 1 lb. 4 oz. \$9.98

Embroidered Ensemble . . . Breath-Takingly Lovely

Enchanting dress and jacket that you'll wear with pride and distinction. Luxurious Alpaca-weave Rayon. The long-sleeve dress is embroidered in front from top to bottom. The dress is your classic ensemble with matching embroidery at shoulders. Bracelet length sleeves; gored front and back; zip closing. Self belt. Dry clean. Colors: Black, Soldier Blue or Wine. Sizes: 36, 38, 40, 42 and 44; also 45 to 53. See size scale on page 70. State color, size. Ship. wt. 1 lb. 13 oz. \$12.98



Dress and
Jacket
\$12.98
Set
[c]





Toasty-Warm Coats... Sizes 3 to 6



[A] **OUR FINEST**

All Wool
Coat-and-
Legging Set

\$9.98

52% Wool

\$5.98

←[A] **Smart
Two-Toner**

Adorable double breasted coat. Shirred waist-back. Elastic-back suspender leggings. Cotton kashalined; zip legs; leather foot straps. Colors: Blue with Red; or Red with Blue. 3, 4, 5, 6, 6X.

40 B 4142—Fine 100% new Wool, Shetland-type weave. Rayon-lined; Cotton kasha interlined. Ship. wt. 3 lbs. **\$9.98**

40 B 4143—52% new Wool, 48% Rayon; Cotton back. Shipping weight 2 lbs. 10 oz. **\$5.98**

[B] **All Wool
Shetland Type**

The soft Mouton Lamb fur collar will delight little ladies. Ideal winter coat of cozy-warm 100% All new Wool in smart Shetland-type weave. Single breasted style; snug elastic waist shirring; tie belt. Rayon-lined and interlined.

40 B 4146—Red, Copen Blue or Medium Green. Sizes: 3, 4, 5, 6, 6X. State color, size. Ship. wt. 2 lbs. 9 oz. **\$8.98**

[C] **56% Wool
Chesterfield**

Lovely coat, thrift-priced. Has a dressy Cotton velveteen collar that can be buttoned up for warmth. Single-breasted, with flap pockets; smart welt seams in back. Tailored of durable Part Wool—56% reprocessed Wool, 30% Rayon, 14% Cotton. Rayon lined; interlined. **40 B 4145**—Colors: Teal Blue, Wine or Tan. 3, 4, 5, 6, 6X. Ship. wt. 2 lbs. 3 oz. **\$4.98**

[D] **All Wool
Dress-Up**

Darling "Sunday best" coat of soft 100% All new Wool, Shetland-type weave. Double breasted style has smart nailhead-trimmed epaulets. Neat notched collar can be buttoned up. Two flap pockets. Fully Rayon lined and interlined.

40 B 4144—Colors: Red or Royal Blue. Sizes: 3, 4, 5, 6, 6X. State color and size when ordering. Ship. wt. 2 lbs. 9 oz. **\$7.98**

[E] **Pretty
Wrap-Around**

Warm coat priced please budget-mothers. The young will love its double-breasted wrap-around style. Silt pocket notched collar. Made of durable fabric, 52% Wool, 48% Rayon. Cotton back. Fully lined with warm Cotton kasha. **40 B 4141**—Medium or Red. Sizes: 3, 4, 5, 6, 6X. State color, size. Ship. wt. 2 lbs. 3 oz. **\$4.98**

[F] **Outstanding
Buy!**

Attractive, sturdy, warm—a real coat gain! Cute three-button "boy" style with notched collar and two patch pockets. Tailored of serviceable Part Wool—52% new Wool, 48% Rayon on Cotton kasha lined with Cotton kasha. **40 B 4140**—Colors: Medium Blue or Red. Sizes: 3, 4, 5, 6, 6X. State color, size. Ship. wt. 2 lbs. **\$4.98**

FOR HATS PICTURED SEE PAGE 77



\$1.69



\$1.98

100% WOOL SWEATERS... SIZES 1 to 3

Novelty-Trimmed, Thrifty
Cozy sweater with front and collar in fancy stitch. Ribbed cuffs.

42 B 732—Colors: Blue, Pink or White. Sizes: 1, 2, 3. State color, size. Ship. wt. 4 oz. **\$1.69**

Our Finest Coat Sweater

Tots look sweet in this timeless style of warm, heavy Wool. Fancy knit front and back; ribbed cuffs and neck. **42 B 731**—Colors: Blue, Pink or White. Sizes: 1, 2, 3. State color, size. Ship. wt. 6 oz. **\$1.98**



WARM THREE-PIECE SETS . . . SIZES 2 TO 4

Wool and 48% Fleece on firm Cotton. Double-breasted; Cotton velvet collar, belt-back, 2 Leggings have adjustable suspenders, zip openings. Lined peak helmet chin strap. Copen Blue, Tan or Brown. Sizes: 1 to 4. Ship. wt. 2 lbs. 2 oz. . . . \$5.98

Kitten-soft angora trims the collar of sister's warmly lined princess coat of soft Fleece—52% Wool, 48% Rayon on Cotton back. Embroidered front. Leggings have adjustable suspenders, zip-leg openings. Lined bonnet; chin ties. 42 B 843—Red or Copen Blue. Sizes: 2 to 4. State color and size. Shipping wt. 2 lbs. 4 oz. . . . \$5.98

Budget-beauty for little girls. Princess-effect coat of 35% Wool, 65% Rayon Fleece on firm Cotton back. Warmly lined; has stitching down front, pretty embroidery trim. Leggings with elastic-back waistband. Bonnet is lined; chin ties. 42 B 845—Red or Blue. Sizes: 2 to 4. Shipping weight 2 lbs. 4 oz. . . . \$4.98

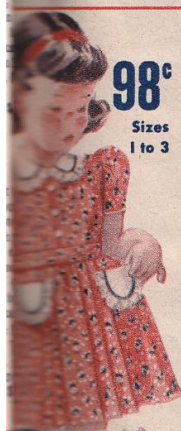
1-Pc. Twill Snowsuit

Sturdy lustrous Rayon Twill snowsuit—waterproof, stainproof, windproof. Cotton kasha lining. 50% Wool anklets, wristlets. Zip-front closing. Attached drawstring hood edged with White Laskinlamb. 42 B 846—Copen Blue or Red. Sizes: 1 to 4. State color and size. Ship. wt. 2 lbs. 2 oz. . . . \$6.98

Out Finest Outfit

Adorable outfit of Shetland-type 100% Wool. Leopard-dyed Rabbit fur trims collar, front and bonnet. Gathered waistline; inverted pleat back. Rayon-lined; interlined. Lined leggings, with adjustable suspenders, zip openings. Lined bonnet. 42 B 847—Red or Copen Blue. Sizes: 1 to 4. State color and size. Ship. wt. 3 lbs. 2 oz. . . . \$9.98

Adorable Styles for Tots . . . Outdoors and Indoors!



98¢
Sizes
1 to 3

Picture-Pretty Cotton Floral

Priced at a new low! Dainty little frock in washable Cotton floral print. Cute as they come, with perky white collar and pockets trimmed with embroidery edge. Pressed front pleats, tiny puff sleeves, and all-around self sash. 42 B 570—Rose or Blue floral. Sizes: 1 to 3. State color and size. Ship. wt. 4 oz. . . . 98¢

Ruffle Trim Washable Cotton

Yes, mothers, it's true! Bellas Hess stretches your budget with this unbeatable low price. Adorable posy-print sudsable Cotton, with ruffles and ric-rac trim. Snow-white collar and cuffs; cute side-sash ties. Little girls look pretty as a picture in this darling everyday frock. 42 B 568—Rose or Blue floral. Sizes: 1 to 3. State color, size. Ship. wt. 4 oz. 94¢



94¢
Sizes
1 to 3



\$1.98
[G]



\$1.39
[H]



\$2.98
[J]

CUTE TODDLER DRESSES . . . SIZES 1 TO 3

[G] Rayon Crepe

Rayon Crepe with sweet smocking and pretty party airs to delight any little miss (our price will delight thrifty mothers). Lace-edged white Rayon Taffeta collar; tiny puff sleeves. Hand washable. 42 B 571—Pink or Blue. Sizes: 1 to 3. State color and size. Shipping weight 4 oz. . . . \$1.98

[J] Corduroy 'Princess'

Pet style of every little girl. Good quality pinwale Corduroy that can take plenty of wear . . . it's dressy and warm. Princess-effect button front, tie-back sash. White collar and cuffs. 42 B 566—Red or Blue. Sizes: 1 to 3. State color and size. Shipping weight 7 oz. . . . \$2.98

[H] Ruffle Trim Percale

Flower-garden Percale with ripply White ruffles down the front and edging the white Peter Pan collar. All-around self sash. Washes and irons beautifully. 42 B 569—Rose or Blue floral print. Sizes: 1 to 3. Be sure to state color and size. Ship. wt. 4 oz. \$1.39

[K] Rayon Ninon Dress

Sheer Rayon Ninon dream dress complete with matching All-Rayon slip. Dainty lace edges the Peter Pan collar. Fancy stitching trims yoke and skirt front. Side sash tie, tiny puff sleeves. Slip is nicely made and carefully finished. 42 B 572—Pink or Blue. Sizes: 1 to 3. State color and size. Shipping wt. 6 oz. . . . Set, \$2.29

\$2.29
[K]



Dress and Slip Set

TODDLERS' BONNETS



[D]
\$1.39



[C]
\$1.59



[B]
\$1.00



[A]
\$1.00

[A] Picture Pretty Corduroy

Dainty Corduroy bonnet with saucy scalloped brim. Self material band; bow. Ribbon ties. Lined.
42 B 892—Pink or Blue.
Head sizes: 13, 14 and 15 in. State color and size. Ship. wt. 8 oz. \$1.00

[B] Shirred Brim

Adorable Rayon-and-Cotton Bengaline bonnet with shirred brim. Self material band. Ribbon ties. Lined.
42 B 893—Pink or Blue.
Head sizes: 13, 14 and 15 in. Ship. wt. 6 oz. \$1.00

[C] Dainty Edge

A darling poke bonnet in Corduroy. Stiffened shirred brim with dainty edge. Ribbon chin ties. Lined.
42 B 891—Pink or Blue.
Head sizes: 13, 14 and 15 inches. State color and size. Ship. wt. 8 oz. \$1.59

[D] Wide Brim "Poke"

Rayon-and-Cotton Bengaline poke bonnet with a stiffened shirred brim. Flower trim side. Ribbon chin ties. Lined.
42 B 890—Pink with Blue; or Blue with Pink trim.
Head sizes: 13, 14 and 15 in. Ship. wt. 6 oz. \$1.39

74 BELLAS HESS

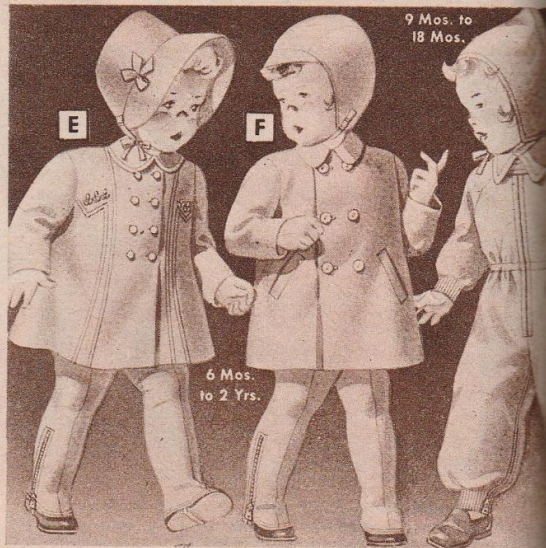
TOTS' WARM PART WOOL SET

YOUR \$4.98
CHOICE SET

[E] 52% Wool 'Princess'
Double-breasted princess style coat has stitching and dainty embroidery. Unlined zip leggings; button suspender straps. Lined bonnet; grosgrain ties. In warm 52% Wool, 48% Cotton.
42 B 848—Pink or Blue.
Sizes: 6 mos., 1 and 2 years. Ship. wt. 2 lbs. \$4.98

[F] 52% Wool Set
Boys' 3-piece set in durable, warm 52% Wool, 48% Cotton. Double-breasted lined coat; belted back. Unlined zip leggings; button-on suspender straps; elastic-back waist. Matching peak helmet with ribbon ties. Lined.
42 B 849—Copen blue only.
Sizes: 6 mos., 1 and 2 years. Ship. wt. 2 lbs. \$4.98

[G] 50% Wool Snowsuit
Warm snowsuit of durable Fleece—50% Wool, 50% Rayon on strong knit Cotton back. Warm, soft Cotton kasha lining. Snowsuit has raglan sleeves; gathered elastic waistline, zip front; zip opening from ankle to crotch. Lined hood.
42 B 1850—Baby Pink or Baby Blue, 9 months to 18 months. Shipping weight 1 lb. 10 oz. \$4.98



9 Mos. to 18 Mos.

6 Mos. to 2 Yrs.



6 Mos. to 2 Yrs.

Fits up to 1 Yr.

Fits up to 6 Mos.

\$2.19 Set

\$1.00

87¢

69¢

Rayon Satin Set

Baby will look so sweet in this Rayon Satin dress. Lace trims the Peter Pan collar and embroidered front. Short puff sleeves; back neck opening. Tailored Rayon Satin slip to match. Hand washable.
42 B 573—Pink, Blue or White. 6 mos., 1 and 2 yrs. State color, size. Ship. wt. 4 oz. Set, \$2.19

Embroidered Batiste

Fine quality infants' dresses in Cotton Batiste. Unusually good value! Dainty embroidery trims front. Some have embroidered collars; others are collarless with lace trim. Pink or Blue bow adds a pretty touch.
42 B 554—White only. Size: fits infants up to 1 year. Ship. wt. 2 oz. \$1.00

Trimmed Nainsook

Pretty Cotton Nainsook dress for baby. Darling embroidery trims collar and front. Well made with short puff sleeves; back neck opening; regulation hemline. It makes a splendid gift at a very modest price.
42 B 544—White only. Size: Fits infants up to 1 year. Ship. wt. 2 oz. 87¢

Thrifty Cotton

Here's top value in White Cotton dresses for baby. They're very nice made. Some have collars; some are collarless—they're all adorable! You'll want several at this economy price.
42 B 548—White with colorful trim. Size: fits up to 6 months. Ship. wt. 2 oz. 69¢



[J]
\$1.49

[H]
\$1.19

Sizes 1 to 3

Sizes 1 to 4

[H] 2-Pc. Knit Cotton

Cute striped polo shirt with crew neck, ribbed wristlets. Solid color pants with adjustable suspender straps; elastic-back waistband. In knit Cotton.
42 B 575—Blue or Maize with White. 1, 2, 3, 4. Ship. wt. 6 oz. \$1.19

[J] 2-Pc. Cotton Poplin

Boys' two-piece double-breasted-effect suit of washable, Sanforized Cotton Poplin. White collar with ruffled edge; white cuffs. Button-on pants; gripper bottom opening.
42 B 574—Blue, Maize or Aqua. Sizes: 1, 2, 3. Ship. wt. 6 oz. \$1.49

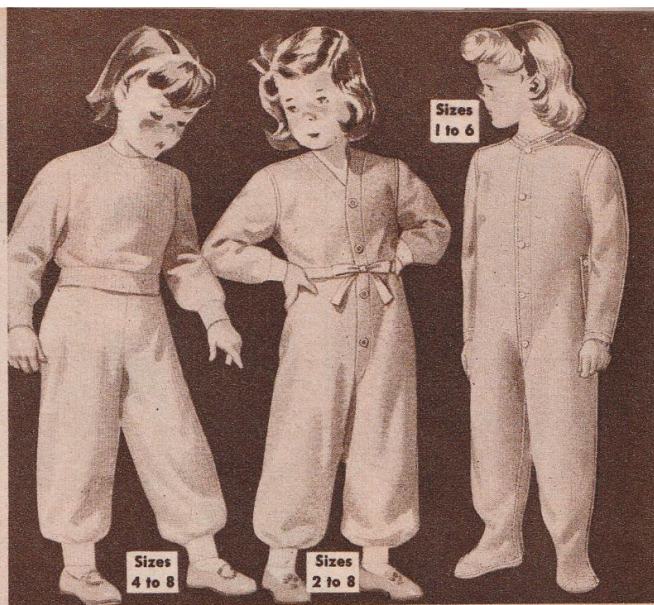
[K] Crawler Overall

Cute overalls of Sanforized Cotton Gabardine—won't shrink over 1%. Double bib top, button-on suspenders, button side opening.
42 B 707—Colors: Blue or Tan. 6 mos., 1 yr. or 1½ yrs. Ship. wt. 6 oz. \$1.09

Sanforized
COTTON GABARDINE
\$1.09

[K]
6 Mos. to 18 Mos.





COZZY SOFT SLEEPERS

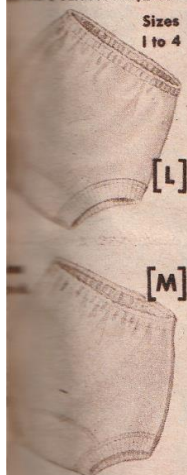
Cotton Flannels
Cuddly Cotton Flannel with extra pants than doubles the wear. Top buttons back to waist; button-down pants. Knitted double-fabric feet. Colors: Pink. Sizes: 1, 2, 3, 4. State color, size. Ship. wt. 10 oz. \$1.39
2-pc. sleeper. 8 oz. \$1.89
2-pc. sleeper. 6 oz. \$1.39

Brushed Knit Cotton
Soft-as-a-bunny two-piece ribbed Cotton: brushed surface. Grand for cozy winter warmth. Button-back from neck to waist. All-around button-on pants. Double fabric feet for extra warmth. Colors: Tearose or Blue. Sizes: 1, 2, 3 and 4. State color and size. Ship. wt. 10 oz. \$1.29
42 B 684—2-pc. sleeper. 42 B 685—Matching extra pants with feet. Ship. wt. 4 oz. 69¢

Chill-chasing 2-pc. pajamas of soft brush knit Cotton. Slip-over top features closely ribbed neckline, wrist-hugging ribbed cuffs, double band bottom. Matching pants have snug ribbed anklets to keep out chilly breezes. All-around elastic waistband. 42 B 679—Tearose or Blue. Sizes: 4, 6 and 8. State color and size. Ship. wt. 10 oz. \$1.59

Striped or Solid
Soft 1-pc. pajamas of good quality Cotton Flannel—solids or stripes. Strong gripper-front opening, self-help belt, drop seat. Knit wristlets and anklets. Sizes: 2, 4, 6, 8. State color and size when ordering. Ship. wt. 8 oz. 42 B 681—Solid Pink or Blue. \$1.39
42 B 682—Striped Pink-and-White; or Blue-and-White. \$1.39

Rib-Knit Cotton
All-in-one E-Z sleepers of rib-knit Cotton with soft brushed surface. Toasty warm! Easy-to-button down front; drop seat. Double sole feet for extra warmth and wear. Carefully made—wonderful for active children; keeps them warm all night. 42 B 675—Blue or Tearose. Sizes: 1, 2, 3, 4, and 6. State color and size wanted when ordering. Ship. wt. 10 oz. \$1.44



Cotton Training
Pants
Double-ribbed
elastic
waist. 3 for 95¢
Double-ribbed
elastic
waist. 3-plyrotch.
washband; comfort-
leg openings.
Colors: White. Sizes: 1,
2, 3, 4. Ship. wt. ea. 3 oz.
Each: 3 for 95¢



Chenille Robe

Girls' Slips

Warm 'n' pretty 'n' practical! Fluffy, washable Cotton Chenille robe. Favorite princess-effect style. It's trimmed with contrasting color design. Front-tie belt. Little girls love this "grown-up" styling. 42 B 268—Red, Copen Blue or Dusky Rose. Sizes: 3, 4, 5, 6, 6X. State color and size. Ship. wt. 1 lb. 8 oz. \$2.98

Well fitting ruffle-bottom slips. Built-up shoulders. 2, 4, 6. Ship. wt. 2 oz. 42 B 680—Warm Cotton Flannel. Tearose or White. Stitched neck and armholes. 59¢
42 B 664—Serviceable Nainsook. Hemstitched neck. White. 64¢
42 B 665—Dressy Rayon Taffeta. Lace-trimmed. Tearose. 89¢



OVERALLS FOR BOYS 'N' GIRLS

Pinwale Corduroy
Warm, practical overalls for both boys and girls. Sturdy pinwale Corduroy. Adjustable suspenders; durable bib top; handy pocket. 42 B 267—Brown, Wine, Green, Navy Blue. Sizes: 2, 3, 4, 5, 6 and 6X. State color and size. Ship. wt. 10 oz. \$1.95

Cotton Gabardine
Sanforized Cotton Gabardine \$1.00 overalls (not more than 1% shrinkage). For boys and girls. Double bib top; button-on suspenders. Washable. 42 B 713—Navy Blue or Tan. Sizes: 2, 3, 4, 5, 6, 6X. Ship. wt. 8 oz. \$1.00

Cotton or Rayon
Pants
Washable
with 3 for 72¢
washband, ribbed
elastic waist. Sizes: 2, 4, 6, 8. State color. Ship. wt. 10 oz. \$1.39
Rayon. Tearose
Ship. wt. ea. 2 oz.
Each: 3 for 72¢

School and Party Pretties

PERKY COTTONS AND DRESSY RAYONS IN SIZES 3, 4, 5, 6, 6x



\$2.98

Corduroy "Princess"

Pretty 'n' practical — a warm button-front pet in serviceable pinwale Corduroy. Detachable Peter Pan collar and cuffs of white pique for a perky touch. Side sash ties. 42 B 555—Red or Blue. Sizes: 3, 4, 5, 6, 6x. State color and size wanted. Ship. wt. 8 oz.\$2.98



\$1.98

Rayon Taffeta

Look at this adorable party-going Rayon Taffeta honey with all-around pleated skirt, cute loop-the-loop trim, self-sash tie. It's hand-washable and a typical Bellas Hess more-for-your-money buy. 42 B 557—Tearose or Blue. Sizes: 3, 4, 5, 6, 6x. State color and size. Ship. wt. 7 oz.\$1.98



\$2.98

Rayon Crepe

"Sunday-best" dress. Criss-cross trim on front insert and pockets is hand-stitched. Crispy white edges on the Peter Pan collar. Tiny puff sleeves, all-around gathered waist. Tie-in-back sash. Hand-washable Rayon Crepe. 42 B 558—Rose or Blue. Sizes: 3, 4, 5, 6, 6x. State color and size wanted. Ship. wt. 7 oz.\$2.98



\$1.98

All Spun Rayon

"Sugar 'n' spice and everything nice" ... that's how a little girl looks in this pretty Spun Rayon dress. Puff sleeves and full skirt. Multi-color bodice trim. Peter Pan collar, sash ties. Back opening. Hand-washable. 42 B 558—Rose or Blue. Sizes: 3, 4, 5, 6, 6x. State color and size when ordering. Ship. wt. 6 oz.\$1.98



\$1.39

Round Ruffly

When have you ever cuter dress ... at this tiny Dainty floral rayon washable. Cuffed yoke, puff sleeves and gay ric-rac trim. Peter Pan collar, sash ties. Back opening. Hand-washable. 42 B 562—Assorted florals. Sizes: 3, 4, 5, 6, 6x. State size wanted. Ship. wt. 6 oz.\$1.39



\$1.59

Carnival Stripes

Imagine your little darling in this dress of peppermint stripe-and-solid color Cotton. Winsome "Bo-Peep" laced bodice, full skirt and puff sleeves. 42 B 559—Blue-and-White stripes with solid Blue; or Red-and-White stripes with solid Red. Sizes: 3, 4, 5, 6, 6x. State color and size. Ship. wt. 6 oz.\$1.59



\$1.59

Jumbo Apple Trim

The "apple dress" will be your small daughter's favorite. What could be cuter than the apple 'n' stripe trim, puffy sleeves, Peter Pan collar. Gathered skirt. Buttons to waist in back; sash ties. Washable Cotton. 42 B 560—Blue with Red trim, or Rose with Blue trim. Sizes: 3, 4, 5, 6, 6x. Be sure to state color and size. Ship. wt. 6 oz.\$1.59



\$1.39

School Days' Check

That "neat 'n' sweet" look in this washable Cotton checked dress trimmed with white embroidery edge and white Peter Pan collar. She'll love the pretty colors. Repeated washings leave it fresh-looking as ever. Buttons down front to waist; puff sleeves, back sash. 42 B 561—Red or Blue checks on White. Sizes: 3, 4, 5, 6, 6x. State color, size. Ship. wt. 6 oz.\$1.39



97¢

Sweetie Pie

A thrifty choice. Good quality tubbable Cotton that looks and acts like a more expensive dress. Dainty floral prints with a parade of buttons (top button opening); gay ric-rac trim, two pockets, a tie-back sash—all important details to little girls. 42 B 564—Assorted florals. Sizes: 3, 4, 5, 6, 6x. State size wanted when ordering. Ship. wt. 6 oz.97¢



97¢

Adorable Floral

Pick a pretty posy print 'way low price. Little sister will thank you when she wears it. Inable Cotton with Peter Pan collar. Piped V waistline. boasts 4 pressed front and back tie sash. 42 B 563—Assorted florals. Sizes: 3, 4, 5, 6, 6x. State size. Ship. wt. 6 oz.\$1.39



Suspender Skirt
all-around pleated
suspender skirt in gay
Sturdily made of a
woven fabric woven of
new Wool, 24%
cotton, 50% Cotton.
42 B 263—Red-and-Navy
State size wanted. Ship.
wt. 10 oz. \$1.89

Washable Blouses
Embroidery-trimmed.
Colors: White with Red
or Blue trim. Sizes: 3, 4,
5, 6, 6X. Give color, size.
[A] 42 B 264—Sanfor-
ized Broadcloth.
Front opening. Ship. wt.
5 oz. \$1.59
[B] 42 B 262—Cotton.
Button back. Ship.
wt. 3 oz. 98c

50% Wool Jumper
Smart jumper in a sturdy
fabric—37% new Wool,
13% reused Wool, 50%
Rayon. Inverted pleat front
and back; button placket.
Blouse not included.
42 B 265—Red or Copen
Blue. Sizes: 3, 4, 5, 6, 6X.
State color and size. Ship.
wt. 8 oz. \$1.98

All Wool Skirt
She'll love this skirt with
all-around pleats. Fine
100% new Wool Flannel,
with detachable suspenders;
side opening. Warm, dura-
ble. Blouse not included.
42 B 261—Red, Navy Blue
or Copen Blue. Sizes: 3, 4,
5, 6, 6X. State color, size.
Ship. wt. 6 oz. \$1.98



STURDY RAINCAPE
She'll have fun in the rain
—and be well protected in
this weatherproof hooded
cape. Made of sturdy trans-
parent Vinylite Plastic with
convenient arm slits; but-
ton-snap opening.
42 B 709—Clear White,
Red, Blue or Green. Fits
Sizes 4 to 6. Length 37
inches with hood. State
color. Ship. wt. 7 oz. \$1.89

All Wool Coat Sweater in Two Qualities
All-wool coat sweater of cozy-warm 100% All
Wool. Firmly knit to hold its shape; snug
around bottom and cuffs. Collarless; button front.
42 B 274—Our Best Quality. Heavier Wool.
Colors: Red or Navy Blue. Sizes: 4, 5, 6. State
color and size. Ship. wt. 6 oz. \$2.98
42 B 275—Not illustrated. Good Quality 100%
Wool. Colors: Beige, Red or Blue. Sizes: 4, 5, 6.
State color and size. Ship. wt. 5 oz. \$1.98

All Wool Slipover Sweater
Popular long-sleeve slipover sweater of fine
100% All Wool. Comfortable and
warm without feeling bulky; soft against young
skin. Round neckline; ribbed bottom and
cuffs. Better fit. Thrift-priced winter buy.
42 B 276—Colors: Copen Blue, Red or Malze.
State color and size. Shipping weight
12 oz. \$1.98

Warm Fleece Jacket
Want to wear this all the time! Comfortable
Cotton and-Cotton Fleece jacket with snug rib-
bed cuffs and bottom in attractive bright contrast.
"duddy" appliques on chest; two bound
pockets. Neat pointed collar; contrasting buttons
on front.
42 B 277—Colors: Red or Blue. Sizes: 2, 4, 6.
State color and size. Ship. wt. 12 oz. \$1.98



PRETTY RUFFLED BONNETS FOR LITTLE GIRLS

Scalloped Brim
Cotton velvet
bonnet with
wide scalloped
brim. Made of
100% Wool Felt with
 grosgrain headband and
 chin ties. A perky feather
 trim on the side.
Colors: Wine,
 Navy Blue. Head-
 sizes: 19 1/2, 20, 20 1/2, 21, 21 1/2
 inches. State color, size. Ship.
 wt. 12 oz. \$1.39

Shirred Velveteen
For little angels
—bonnet of soft
Cotton Velveteen. Daintily shirred
flower-trimmed brim, edged
with narrow row of felt
scallops. Horseshoe crown;
self headband; grosgrain
chin ties. State color, size.
42 B 885—Red, Brown,
Wine or Copen Blue. Head-
 sizes: 19 1/2, 20, 20 1/2, 21
 in. Ship. wt. 12 oz. \$1.69

Trimmed Hi-Crown
Lovely feather-
trimmed bon-
net to frame
little faces. Made of fine
100% Wool Felt with
smart high crown, scal-
loped shirred brim. Gros-
grain headband; chin ties.
42 B 886—Red, Brown
or Navy Blue. Head-
 sizes: 19 1/2, 20, 20 1/2, 21
 in. State color, size. Ship.
 wt. 12 oz. \$1.49

Jaunty Scottie
Pert "Scottie"
cap of 100%
Wool Felt with
grosgrain headband. There's
a pert back bow and jaunty
streamers to set off her
curls. She'll adore the nail-
head Scottie dog trim!
42 B 884—Colors: Navy
Blue or Red. Head sizes:
19 1/2, 20, 20 1/2, 21 inches.
State color, size. Ship. wt.
8 oz. \$1.29

Hat and Muff
Cotton Velveteen
bonnet and
muff. Shirred,
lined brim bonnet has ostrich
feather trim; chin ties. Square-
back crown. Lined muff.
Colors: Red, Brown, Wine,
or Copen Blue. Head sizes:
19 1/2, 20, 20 1/2 in.
42 B 881—Bonnet & Muff.
Ship. wt. 1 lb. . . . Set. \$2.88
42 B 880—Bonnet
alone. Wt. 12 oz. \$1.89



MOLLY EATON
is your personal adviser
at National Bellas Hess

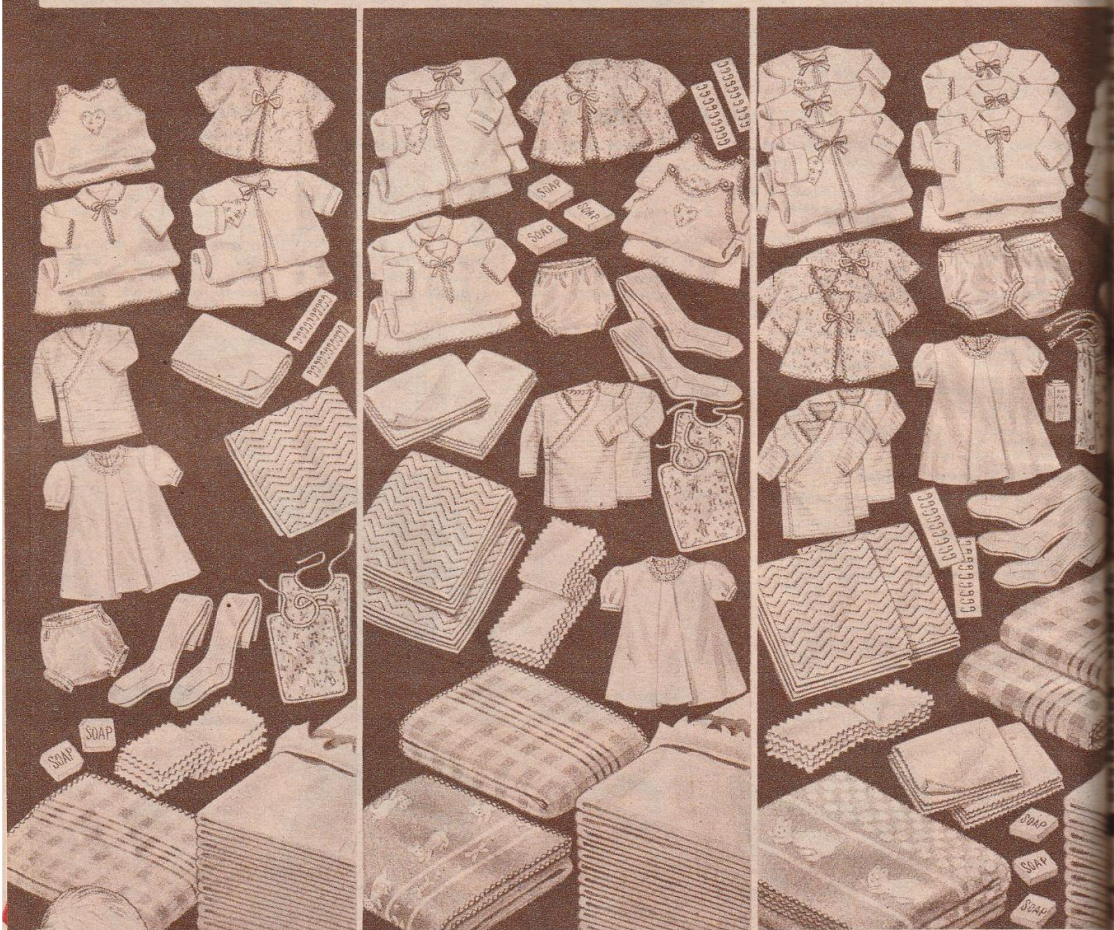
Molly Eaton is at your service

SHE'LL BE HAPPY TO ANSWER YOUR QUESTIONS AND ASSIST YOU IN SELECTING YOUR INFANTS AND CHILDREN'S CLOTHING

Meet Molly Eaton, your personal representative at National Bellas Hess. A mother who has raised five wonderful children of her own, she's been with us for many years and handled thousands of problems just like yours. She knows kiddie styles and needs thoroughly. . . we're proud to have her as our expert at YOUR service. Mrs. Eaton understands so well those problems that mothers face. She wants to get acquainted with you and help in choosing your children's clothes. Ask her guidance—

she'll give you invaluable assistance. With years of experience she'll tell you Bellas Hess is tops for fine quality and real economy. Write her today, whether it's for additional information about any item listed or for help in choosing proper garments, sizes or styles. Molly is a grand, friendly person, you'll be hearing from her.

This service is free, of course. Write to Molly Eaton, Care of National Bellas Hess, Kansas City 9, Missouri.



Complete Layettes for the New Baby

Our Thrifty 34-Piece Layette

To enable you to give baby the care and attention he needs, here's our thrifty basic layette. Every item is of good quality, dependable, and ready to use. Attractively packaged. Includes 12 Cotton Flannel diapers, 4 Cotton Flannel bands, 2 cards of safety pins, 2 pairs of hose, 2 cakes of baby soap, 2 bibs, 1 waterproof pantie, 1 waterproof sheet, 1 quilted pad, 1 slip, 1 gown, 1 kimono, 1 sacque, all of Cotton Flannel; 1 knit Cotton shirt, 1 Cotton receiving blanket, and 1 dress.
42 B 913—White with Pink or Blue trim. Shlp. wt. 4 lbs. 8 oz. . . . 34 pieces, \$6.98

78 NATIONAL BELLAS HESS

Our Popular 43-Piece Layette

Mother's job is easier when she knows she has everything baby needs right at hand. And you can be sure every article is of fine quality. It was selected by Molly Eaton—it's convenient, compact, moderately priced, and all ready to use. Layette includes 12 Cotton Flannel diapers, 4 Cotton Flannel bands, 2 cards of safety pins, 2 pairs of hose, 3 cakes of baby soap, 2 bibs, 2 waterproof sheets, 1 waterproof pantie; 2 slips, 2 gowns, 2 kimonos, 2 sacques, all made of soft Cotton Flannel; 2 soft knit Cotton shirts, 1 Cotton receiving blanket, 1 dress, 1 Cotton nursery blanket, and 2 quilted pads.
42 B 914—White with Pink or Blue trim. State choice. Shlp. wt. 6 lbs. 8 oz. . . . 43 pieces, \$9.98

Our Finest 55-Piece Layette

Luxury layette that will take care of baby's needs for some time. Here is enough of everything for the little newcomer to keep him happy and set mother's mind at rest. Assortment even contains the important "First" pair of shoes. De luxe equipment for your baby. Each item is carefully chosen for superior quality. Layette is carefully wrapped; everything ready to use. Consists of 12 Cotton Flannel diapers, 4 Cotton Flannel bands, 2 cards of safety pins, 3 pairs of hose, 3 cakes of baby soap, 3 bibs, 2 waterproof sheets, 3 slips, 3 gowns, 3 kimonos, 3 sacques, all made of soft Cotton Flannel; 3 knit Cotton shirts, 2 receiving blankets, 1 diaper bag, 1 pair of shoes, 1 can of talcum powder, 1 dress, 2 waterproof pants, 2 quilted pads, 1 nursery blanket, and 1 Cotton receiving blanket.
42 B 915—White, trimmed with Pink or Blue trim. State choice. Shlp. wt. 8 lbs. 12 oz. . . . 55 pieces, \$14.98

E-Z Brand Infants' Wear



E-Z Flat Knit Gown

Combed Cotton gown with patented "slip over" shoulder and off with no bother. Drawstring cuffs help prevent sucking; drawing bottom keeps baby comfy warm. No seams.

42 B 659—White only. One size. Fits infants up to 6 mos. Ship. wt. 4 oz. \$1.05

E-Z Rib-Knit Shirts

Stretchy combed Cotton shirts. Strong flat seams. Color: White only. Lengths: 11, 12, 14, 15 and 17 inches. State length wanted. Ship. wt. ea. 4 oz.

42 B 652—Slip-on shirt. Short sleeves.57¢
42 B 653—Side-tie shirt. Long sleeves.63¢

E-Z Binder or Vest

42 B 655—Binder of fine rib-knit Cotton Adjustable ties. White only. One size. Ship. wt. 4 oz.33¢
42 B 654—Vest in soft rib-knit combed Cotton. Sleeveless. Reinforced diaper hem. White only. Lengths: 11, 12, 14, 15, 17 inches. Be sure to state length. Ship. wt. 4 oz. 37¢



CHOICE
Kimono
or Gown

53¢
3 for \$1.55

Slip
39¢
3 for \$1.05

Kimono

Sanforized Cotton Flannel

That precious little newcomer will keep cozy warm in these soft, cuddly Cotton Flannel "first" garments. They're Sanforized, won't shrink more than 1%. Carefully made, with stitched edges. Colors: White with Pink or Blue trim. State color. One size for infants. Shipping weight each 4 oz.
42 B 644—Kimono.53¢ each; 3 for \$1.55
42 B 645—Gown.53¢ each; 3 for \$1.55
42 B 646—Slip. Two-button opening on each shoulder.39¢ each; 3 for \$1.05



Diapers
12 FOR
\$2.27 UP

Brings you firm, smooth combed Cotton Flannel, Birdseye or at thrifty prices. Soft and stretchy.
Good quality Cotton with soft nap finish. Sterilized. White. Size: 27 x 27 in. 1 lb. 10 oz. Dozen. \$2.27
Famous Cotton Birdseye. Heavy quality. Hemmed. Sterilized. White. Size: 27 x 27 inches. 1 lb. 10 oz. Dozen. \$2.27
Highly absorbent Cotton diapers. No seams or rough edges. Cool, light weight. Dry jiffy. White. Size: 20 x 40 inches. 1 lb. 12 oz. Dozen. \$2.95

C.O.D. SERVICE...SEE PAGE 198



Side-Tie
Pin-Back or
Button-Front
29¢ UP

Rib-Knit Cotton Shirts

Stretchy rib-knit shirts of fine carded Cotton. Carefully finished. Long sleeve styles. Color: Cream only. Lengths: 10, 12, 14 and 16 inches. State length wanted when ordering. Shipping weight 4 oz.

GOOD QUALITY

42 B 658—Pin-Back Shirt. Each, 29¢
42 B 659—Side-Tie Shirt. Each, 29¢
42 B 674—Button-front Shirt. 3 for 85¢

BETTER QUALITY

42 B 660—Pin-Back Shirt. Each 33¢
42 B 661—Side-Tie Shirt. Each 33¢
42 B 676—Button-Front Shirt. 3 for 95¢



Diaper
Holder
48¢

Water-repellent. Tab ends. White. Sizes: 10 to 16 in. Large. State size. Ship.48¢
Disposable. Hospital gauze. 1 lb. 12 oz.98¢



18¢
3 for 50¢

Sleeveless Vest

Here's a sturdy sleeveless vest well made of fine quality knit Cotton. Neatly hemmed bottom. A grand value at this low price. Order a supply for baby—you can never have too many.

42 B 673—Color: White. Sizes: 2, 3, 4, 5 and 6. State size when ordering. Ship. wt. ea. 4 oz. 18¢ Each; 3 for 50¢



1.00

All Wool Sweater

Baby will be toasty warm in this darling sweater of soft, cuddly 100% Wool. Cute open-front styling with dainty novelty stitching. Tiny pearl-like buttons; turn-over collar; ribbed cuffs.
42 B 739—Colors: Blue, Pink or White. One size to fit all infants. State color wanted when ordering. Ship. wt. 4 oz. \$1.00



Towel
49¢ UP

Washcloths
2 for 25¢

Double-Knit Cotton

Absorbent, extra fine double-knit Cotton for baby's sensitive skin. Color: White with Pink or Blue stitching. State color.
42 B 641—Towel. Size: 18 x 27 in. Wt. 6 oz. 49¢
42 B 640—Towel. Size: 26 x 40 in. Ship. wt. 12 oz.89¢
42 B 642—Wash cloths. Size: 9 x 9 in. Ship. wt. 3 oz. for 2.2 for 25¢

WATERPROOF PANTIES

[A] Gum Rubber

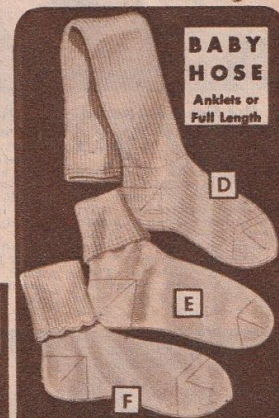
Easy-to-clean waterproof gum rubber pantie. Strong, long-wearing. Comfy elastic waist and leg openings. Boilable.
42 B 619—White. Sizes: 6 mos., 1 and 2 years. State size. Ship. wt. ea. 4 oz. 27¢ each; 2 for 53¢

[B] Seamless

These seamless Latex panties are soft and stretchable. Washable, and non-chafing. Ventilation openings. Give enduring service.
42 B 175—Color: Flesh. Sizes: Small, Medium, Large. State size. Ship. wt. 4 oz. 39¢

[C] Gripper-Front

Stretchy Vinylite Plastic panties with gripper-type front opening. Waterproof. Give long, sturdy wear. Elastic top and leg bands.
42 B 600—White. Sizes: Small, Medium or Large. State size wanted. Ship. wt. 4 oz. 48¢



BABY
HOSE
Anklets or
Full Length

[D] Infants' Long Hose
White. Sizes: 4 to 5½. State size. Ship. wt. pr. 2 oz.
5 B 600—Superior quality soft combed Cotton knit in fine elastic rib. Seamless. Reinforced heels, toes. 23¢ pr.; 3 prs. 67¢
5 B 611—Our best. 28% new Wool. 6% Cotton, 66% Spun Rayon.Pair, 39¢

[E] Infants' Anklets
Excellent quality fine gauge Cotton. Ribbed turn-over cuffs; seamless foot for baby's comfort.
5 B 506—Pink, Maize, Blue or White. Sizes: 3½ to 6½. Ship. wt. pr. 2 oz. 15¢ pr.; 3 prs. 43¢
[F] Infants' Anklets
Long-wearing fine gauge mercerized Cotton. Ribbed turn-over cuff; reinforced heels, toes.
5 B 516—White, Blue, Pink, Maize. 3½ to 6½. Ship. wt. 3 pairs 5 oz. 19¢ pair; 3 pairs, 55¢



Fits Up
to 6 Mos.



COMFY CLOTHES FOR INFANTS PRICED LOW!

SAVE THE
POSTAGE
SEE PAGE
198



Fits Up
to 1 Yr.



Fits
to 1 Yr.

3-PIECE SETS IN ALL WOOL

Legging Set

Cuddly brushed 100% Wool set. Button-front sweater has white-trim front, cuffs and bottom. Drawstring leggings with open feet. Hat has white turn-back cuff, ribbon chin ties. A warm, cozy outfit. **42 B 735**—Blue or Pink trimmed with White. Size: Fits infants up to 6 months. State color wanted. Ship. wt. 14 oz. Set, **\$2.79**

Bootee Set

Warm All Wool bootee set that washes beautifully. Consists of cute sweater, cap with turn-back cuff and ribbon chin ties; cute bootees. All are trimmed with contrasting stitching. A darling gift for baby. **42 B 734**—White with Pink trim or White with Blue. State color when ordering. Size: Fits infants up to 6 months. Ship. wt. 10 oz. Set, **\$1.79**

ZIPPED PRAM SUIT

Warm 52% Wool

Cozy one-piece pram suit and hood of downy Fleece—52% new Wool and 48% Rayon on all Cotton back. Zip front, closed hands and feet; button-opening and an all-around belt with buckle. Drawstring hood with tassel cord. **42 B 1851**—Baby Blue or Baby Pink. Fits up to 1 year. State color. Ship. wt. 1 lb. 10 oz. \$2.98

3-PC. BUNTING

Beacon Blanket Set

Snug 'n' warm bunting of fine soft Cotton Blanket Cloth, with Rayon Satin trim. Zip-fronting bag, with cute nursery ques. Saeque has Rayon binding, closed hands. Lining has turn-back cuff. **42 B 620**—Pink, Blue or White. Fits infants up to 6 months. Ship. wt. 2 lbs. \$3.98



Fits Up
to 6 Mos.



Sizes
6 Mos. to 2 Yrs.



Sizes
1 to 2



Sizes
1 to 3



B

A

Our Finest Bootee Set

Beautifully made 3-piece bootee set of heavy quality 100% Wool. Adorable sweater with 3-button top closing and dainty embroidery trim. Embroidered cap to match, with turn-back cuff, ribbon bows and chin ties. Embroidered bootees. **42 B 732**—Colors: Pink, Blue or White. Size: Fits infants up to 6 mos. State color. Ship. wt. 12 oz. **\$2.59**

All Wool Sweater

Keep baby toasty warm and comfortable in this sweet little sweater. It is nicely made of fluffy-soft 100% Wool. The front is knit in novelty design with dainty touches of embroidery. Snug ribbed cuffs and neckline. **42 B 738**—Colors: White, Pink or Blue. Sizes: 6 months, 1 and 2 years. Be sure to state color and size. Ship. wt. 4 oz. \$1.59

Cotton Broadcloth Creeper

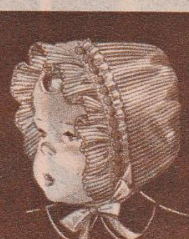
Boys' creeper of fine quality Cotton Broadcloth—adorably styled. Has a Peter Pan collar, short sleeves, and trimmed on the front with pretty embroidery. Two-button bottom opening; half belt in front, finished with a buckle. **42 B 176**—Colors: White with Blue embroidery or Blue with White. Sizes: 1 and 2 years. State color and size. Ship. wt. 3 oz. 89¢

Cotton Knit Creeper

Sturdy knit Cotton creeper at a low price. It's both warm and practical. Made with two-button shoulder opening, comfy short sleeves, ribbed neckline, cuffs and bottom. Convenient two-snap bottom opening. All-around belt with buckle. **42 B 727**—Colors: Blue, Mauve or Aqua. Sizes: 1, 2 and 3. State color and size. Ship. wt. 4 oz. 84¢

All Wool Shawl

Novelty designs. Easy to wash. Colors: Pink, Blue or White. color. **[A] 42 B 737**—Blue. Weight: 8 oz. knotted fringe all around. Size: 42 x 50 inches (including fringe). Ship. wt. 9 oz. **[B] 42 B 736**—Pink. Weight: 8 oz. knotted fringe all around. Size: 36 x 38 inches (including fringe). Wt. 6 oz. \$1.98



Fits Up
to 6 Mos.

BONNETS AND CAPS FOR YOUR FAVORITE BABY

Boy's Corduroy Cap

Cute peak helmet of sturdy corduroy, with top of cap, peak and back trimmed with binding. Lined. Chin ties. **42 B 896**—Blue or Mauve. Face Sizes: 13, 14 and 15 in. Ship. wt. 4 oz. 79¢

Ruffled Bonnet

Rayon-and-Cotton Bengaline bonnet with "horseshoe" crown. Double ruffle edge. Lined. Chin ties. **42 B 895**—White or Pink, each with Blue trim. Face Sizes: 11, 12, 13 in. State color, size. Shipping weight 3 oz. 98¢

Rayon Crepe

Bonnet in good quality soft Rayon Crepe. Dainty lace-edged ruffle. Headband has Rayon Satin trim. Lined. Chin ties. **42 B 894**—Pink or White. Face Sizes: 11 and 12 in. State color, size. Ship. wt. 4 oz. \$1.19

Corduroy Bonnet

Sweet looking bonnet of fine Corduroy. Face ruffle edged in contrasting color. Inner facing of Corduroy. Lined. Ribbon chin ties. **42 B 897**—Pink or Blue. Face Sizes: 11, 12, 13 in. State color, size. Ship. wt. 4 oz. \$1.00

All Wool Soaker

Soft 100% All Wool knit "soaker" pantie. Fits snugly—keeps baby comfortable. Ribbed. Drawstring waistband. **42 B 725**—Pink, Blue or White. Fits infants up to 6 months. State color. Ship. wt. 3 oz. \$1.00



SOFT LEATHER SOLE CREEPERS

Durable Elkgrain

White Elkgrain shoes \$129

constructed on a moccasin last for soft feet. Perforated Chrome leather

42 B 936—White. Whole Sizes: 1 to 4. State size. Ship. wt. 6 oz. \$1.29

3-Strap Sandal

White Elkgrain Leather 3-strap creeper \$119

cute as can be, with 3 pearl-like buttons. Chrome leather soles.

42 B 949—White. Whole Sizes: 0 to 4. State size. Ship. wt. 5 oz. \$1.19

Elkgrain Boot

Dainty Elkgrain Leather boot with strap \$159

and a double creeper sole. Gives excellent support to tiny feet; plenty of toe room.

42 B 950—White. Whole Sizes: 0 to 4. State size when ordering. Ship. wt. 6 oz. \$1.59

FLEXIBLE LEATHER SOLES

Elkgrain Lace Shoe

High Shoe of smooth Elkgrain Leather \$198

Comfortably interlined; flexible leather soles; spring heels. Half Sizes: 2 to 6. State size. Ship. wt. 12 oz.

42 B 952—White. 42 B 953—Brown. Pair, \$1.98

Cute Majorette

Baby major-ette boot, gold color nailhead trim. Smooth Elkgrain Leather. Flexible leather soles; spring heels. Half Sizes: 3 to 6. State size. Ship. wt. 1 lb.

42 B 954—White. 42 B 955—Brown. Pair, \$2.98



MAN SANDAL

Flexible Leather Sole

Infants high shoes \$198

like the popular sandals. Pre-constructed, with flexible leather soles and rubber-top heels. Half Sizes: 2 to 6. Ship. wt. 1 lb.

42 B 956—Black Patent Leather. 42 B 957—White Elkgrain. Pair, \$1.98

BABY BOOTEES

Zip-Fronted

Warm booties \$98

(75% Wool, 25% Cotton) with zip-closing and soft matching cuff of Rayon Plush. Soft padded soles.

42 B 930—Colors: Pink or Blue. Whole Sizes: 2 to 8. State color and size. Ship. wt. 6 oz. \$98

Fur-Trimmed

Adorable soft Leather bootie \$129

trimmed with a cuff of fluffy Coney fur. Soft padded soles.

42 B 939—White. Whole Sizes: 0 to 4 (fits infants up to 6 months). Be sure to state size. Ship. wt. 8 oz. \$1.29

PADDED LEATHER SOLES

Capeskin Leather

Infants' lace-up shoe lavishly trimmed with perforations. Roomy toe. In good quality soft Capeskin Leather.

42 B 938—White only. Whole Sizes: 0 to 4. Be sure to state size. Ship. wt. 5 oz. \$1.00

"Moc" Vamp

Cuddly-soft Lambskin in this moccasin-vamp infants' shoe. Tops for cozy comfort. Soft padded soles.

42 B 951—White only. Whole Sizes: 0 to 4. Be sure to state size. Ship. wt. 5 oz. \$1.00



Waterproof Diaper Bag

98

Waterproof diaper bag, with inner compartment and outer snap pocket. Plastic in nursery.

42 B 647—Blue or Rose. 12 x 5 in. bottom. Ship. wt. 6 oz. \$98

Tot's Training Seat

Hardwood and Plywood base; half-back folding chair, safety strap, adjustable foot rest. \$298

42 B 647—With deflector. Colors: Blue or Maple. Ship. wt. 5 lbs. \$2.98

42 B 649—(Not pictured). Without deflector. Colors: Pink, Blue or Maple. Ship. wt. 4 lbs. \$2.79

Baby Auto Seat

Keep baby safe in the car! This safety seat has a hard covered bottom covered with sturdy duck fabric. Strong webbing strap with buckle. Even the most active baby can't wriggle out. Colorful picture decoration. \$184

42 B 621—Ship. wt. 3 lbs. \$1.84

WONDERFUL FOR BABIES...SAFE!

Jumper Swing \$184

Keep baby happy and out of harm's way. Handy jumper swing. Sturdy Cotton cover and heavy webbing stay-in strap. Safety spring. Colorful picture decoration.

42 B 622—White. Shipping weight 2 lbs. 8 oz. \$1.84

REAL VALUES FOR YOUR BABY

Make Grand Gifts, Too!



[C]

[C] "Educator" Fork and Spoon Silver-plated fork and spoon. (Base is 18% Nickel). Adorable design. Fine for your baby or a gift. 42 B 648—Ship. wt. set 4 oz. \$1.95



[D]

[D] Three-Piece Feeding Set A plate, a cup and a feeding spoon in durable Plastic. Plate has 3 compartments. Darling nursery design on cup. Comes gift-boxed. 42 B 623—Pink or Blue. State color. Shipping weight 12 oz. \$1.75



[E]

[E] Electric Bottle Warmer Quick-heating semi-porcelain bottle warmer and vaporizer with automatic turn-off switch. Just add water and plug-in. 90 B 185—Ivory color. Plug and cord. AC only. Ship. wt. 2 lbs. Including 10% Gov't tax, \$1.79



BELLAS HESS 81

MOLLY EATON SELECTIONS FOR YOUR BABY



WONDERFUL VALUES IN COZY, WARM BABY BLANKETS

Our Finest Quality

Molly Eaton recommends this comfortable soft-napped Part Wool crib blanket (25% Wool, 50% Rayon, 25% Cotton). Finished with Acetate Rayon Satin binding all around.

42 B 618—Pink or Blue. Size: 36 x 50 inches. State color wanted. Ship. wt. 1 lb. 8 oz. \$2.74

Heavy Weight Cotton

Full-size reversible blanket well made of warm fluffy napped heavy weight Cotton with gleaming Rayon Satin binding. Cute nursery design. Reversible—doubles the wear.

42 B 613—Blue or Pink, each with White. 36 x 50 in. State color wanted. Ship. wt. 15 oz. \$1.98

Medium Weight

Low priced medium weight soft napped Cotton full size crib blanket with an adorable nursery design. Reversible. Carefully stitched edges prevent raveling.

42 B 614—Blue or Pink, each with White. Size 36 x 50 in. State color. Ship. wt. 14 oz. \$1.19

Receiving Blankets

Reversible, practical Jacquard design on this economical soft nursery blanket of medium weight Cotton. Neatly stitched edges. Handy crib size.

42 B 615—Pink or Blue, each with White. Size: 30 x 40 inches. Be sure to state color when ordering. Ship. wt. 12 oz. 79¢

Economy-Priced

Good weight soft-napped Cotton Flannel receiving blankets with firm, stitched edges.

42 B 616—White with Blue plaids. Size: 26 x 36 inches. Ship. wt. 4 oz. 42 B 617—White with Blue border stripes. Size: 30 x 40 inches. State color. Ship. wt. 6 oz. 37¢



Waterproof Lap Pads

Waterproofed Cotton Flannel lap pads—made of two layers of absorbent Cotton Flannel processed together with synthetic rubber. Washable—and so very convenient. Two pads come in each package.

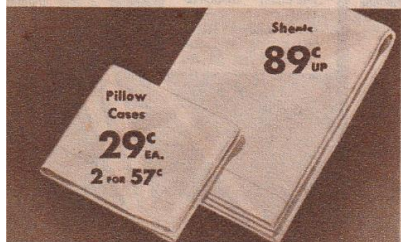
42 B 763—White. Size: 12 x 14 inches. Ship. wt. 8 oz. for 2..... 2 for 49¢



Nursery Seat Pad

Open nursery seat ring, covered in gaily printed plastic Vinylite and filled with soft new Cotton. Carefully bound edges. Tie tapes.

42 B 770—Pink or Blue nursery print. State color. Ship. wt. 6 oz. 47¢



Muslin Sheets, Pillow Cases

Fine, serviceable White Cotton crib sheets, made with 2½-inch double top hem and 1-inch double bottom hem.

42 B 767—Size: 36 x 54 inches. Shipping weight 6 oz. 89¢

42 B 766—Size: 42 x 72 inches. Shipping weight 10 oz. \$1.29

42 B 768—Pillow Case of soft Cotton made with 2½-inch double hem. Size: 21 x 28 inches. Ship. wt. ea. 4 oz. 29¢ Each: 2 for 57¢

82 NATIONAL BELLAS HESS



Waterproof Crib Sheets

Sturdy Rubber

Durable waterproof crib sheet made of 2-ply gum rubber. You need one to put under the baby's regular sheet. Protects the mattress. Easy to wipe clean. Color: White.

42 B 752—Size: 18 x 27 in. Ship. wt. 6 oz. 34¢

42 B 753—Size: 27 x 36 in. Ship. wt. 12 oz. 65¢

42 B 754—Size: 36 x 54 in. Ship. wt. 1 lb. 5 oz. \$1.25

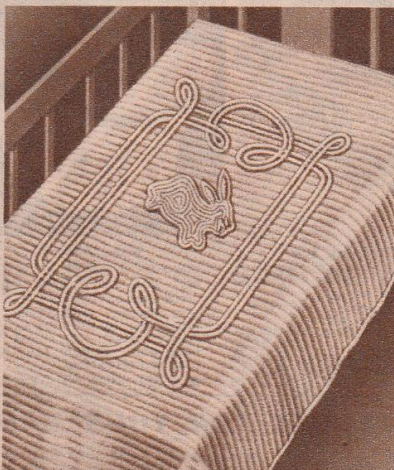
Cotton Flannel Backing

Bleached Cotton Flannel crib sheet. The nap is waterproofed on one side with gum rubber. Protects baby's bedding. Boilable. Your choice of 3 handy sizes. Color: White.

42 B 755—Size: 18 x 27 in. Ship. wt. 8 oz. 44¢

42 B 756—Size: 27 x 36 in. Ship. wt. 13 oz. 84¢

42 B 757—Size: 36 x 54 in. Ship. wt. 1 lb. \$1.59



Chenille Crib Spreads

Adorable crib spreads made of fluffy Cotton Chenille tufted on strong sheeting. Fancy border outlines gay nursery design. Adds an attractive note to baby's room.

42 B 769—Blue background with Pink trim; Pink with Blue trim or White background with Pink or Blue trim. Size: About 43½ x 66 in. State color wanted. Ship. wt. 1 lb. 8 oz. \$2.88



Quilted Cotton Pads

Firmly stitched quilted pads that are good for lap, crib or carriage. You find they come in handy many ways. Zig-zag pattern stitching. Choose the that is best suited to needs. Color: White.

42 B 761—Size: 15 x 17 in. Ship. wt. 5 oz. 42 B 762—Size: 18 x 30 in. Ship. wt. 12 oz. 42 B 765—Size: 27 x 36 in. Ship. wt. 15 oz. \$1.29



Comforter and Pillow Set

Reversible Rayon Satin. Comforter is filled with soft Lamb's Wool; pillow is filled with Kapok. Comforter has bright floral design on both sides. Designed for maximum warmth with minimum weight.

42 B 764—Color: Blue on one side, Pink on the other. Size: Comforter: 36 x 54 inches; Pillow: 12 x 16 inches. Shipping weight 1 lb. 10 oz. Set, \$5.79



BOYS' AND GIRLS' WARM COTTON HOSE FOR WINTER COMFORT

Chill-Chasing Full Length Hose

Full length Cotton for active boys and girls. Medium fine rib—smooth-fitting, and toes are reinforced for longer wear. Several pairs at this price; you can be sure of getting quality and value.

Color: Camel Tan
Sizes: 6 to 9½. State color, size. Ship. wt. pr. 4 oz. 29¢ pair; 3 pairs, 85¢

Full length combed Cotton hose knit in genuine Derby rib to toe. They have the smooth fit and comfort boys and girls demand, plus durability and value mothers look for. Heels and toes strongly reinforced. Full seamless for added wear.

5 B 614—Sun Tan only. Sizes: 6 to 9½. State size. Shipping weight pair 4 oz. 35¢ pair; 3 pairs, \$1.00

Thrifty Below-the-Knee Styles

Economy-priced below-the-knee hose for boys and girls. Fine gauge medium weight Cotton. Snug, attractively ribbed turn-over cuffs. Reinforced heels and toes. Seamless foot for comfort.

5 B 612—Navy Blue, Red, Dark Green, Maroon, Royal Blue, Brown. Sizes: 6 to 9½. State color, size. Shipping weight pair 3 oz. 24¢ pair; 3 pairs, 69¢

Good quality mercerized Cotton below-the-knee hose for boys and girls. Fine ribbed snug-fitting turn-over cuffs striped in contrast color. Reinforced heels and toes. Seamless foot for walking comfort. Top value!

5 B 613—Red, Navy Blue, Brown, Maroon, Royal Blue, Green. 6 to 9½. State color, size. Ship. wt. pr. 3 oz. 29¢ pair; 3 pairs, 79¢

Elasticized Cuffs

Boys and girls go for these below-the-knee hose in smart novelty rib. They like the elasticized turn-over cuffs that "stay up." Durable soft finest quality mercerized Cotton with reinforced heels and toes.

5 B 602—Chocolate Brown, Navy Blue, Tartan Green, Red. Sizes: 6 to 9½. State color, size. Ship. wt. pr. 3 oz. 37¢ pair; 3 pairs, \$1.09

ANKLET HITS FOR ALL THE FAMILY



Outstanding Value!

Long-wearing anklets of quality fine gauge Cotton. Ribbed turn-over cuffs, staying knit-in elastic "stay-up" tops. Reinforced heels, toes, for comfort.

5 B 509—Red, Bluette, Royal Blue, Maize, Petal Pink. Sizes: 8 to 10½. State color, size. Ship. wt. 3 prs. 5 oz. 15¢ pair; 3 pairs, 43¢

My Cotton "Bobby" Socks
Broad superior quality Cotton anklets for boys, girls, women. Ribbed turn-over cuffs. Double heels, toes; full seamless.

5 B 510—Navy Blue, Brown, Red, Blue, Maize, White. Sizes: 8 to 10½. State color and size. Ship. wt. 3 prs. 25¢ pair; 3 pairs, 72¢

[C] Fine Quality Anklets

Excellent quality 2-ply mercerized Cotton. Ribbed turn-over cuffs, reinforced heels, toes. Seamless feet. For women and children.

5 B 509—Red, Navy Blue, Cadet Blue, Pink, Camel Tan, Maize, White. Sizes: 6 to 10½. State color, size. Ship. wt. pr. 2 oz. 25¢ pair; 3 pairs, 72¢

[D] Elasticized Cuffs

Women's, children's anklets. Good quality Cotton. Up-or-down elasticized cuff in honeycomb stitch. Double heels, toes. Seamless.

5 B 515—White, Bluette, Maize, Green, Red, Royal Blue. Sizes: 8 to 10½. State color, size. Ship. wt. pr. 2 oz. 17¢ pair; 3 pairs, 49¢

[E] Ribbed-Cuff Favorites

Bargain-priced anklets for women and children. Soft, durable Cotton: fine rib turn-over cuffs. Reinforced heels, toes. Seamless feet.

5 B 511—White, Red, Hunter Green, Pink, Royal Blue, Maize, Beige, Navy Blue. Sizes: 6 to 10½. State color, size. Ship. wt. 3 prs. 5 oz. 3 prs. 5 oz. 3 pairs, 47¢

[F] Gay Striped Cuffs

Contrasting stripes on turn-over cuffs add zip to these fine gauge fast color Cotton anklets. Reinforced heels, toes. Seamless feet.

5 B 514—Royal Blue, Bluette, Red, White, Maize, Dusty Pink. Sizes: 8 to 10½. Ship. wt. pr. 2 oz. 21¢ pair; 3 pairs, 59¢

[G] Nylon-Reinforced

3 prs. guaranteed to wear 3 months or new ones free! Two-thread Durene mercerized Cotton. Nylon-reinforced heels and toes. English rib turn-over cuffs. Seamless feet.

5 B 515—Bluette, Royal Blue, Dusty Pink, Red, Maize, White, Green. Sizes: 8½ to 10½. Ship. wt. 3 prs. 5 oz. 3 pairs, 89¢

[H] Fine Mercerized Cotton

Rib-to-toe anklet of mercerized Cotton. Turn-over cuffs. Reinforced heels and toes. Seamless feet.

5 B 515—Maize, Bluette, White, Dusty Pink, Red, Royal Blue, Green, Brown. Sizes: 8½ to 10½. Ship. wt. pr. 2 oz. 27¢ pr. 3 prs. 79¢



**"NATIONAL BELLE"
FULL FASHIONED
NYLONS**



42 Gauge
Sheer Quality

98^c

45 Gauge
Extra Sheer

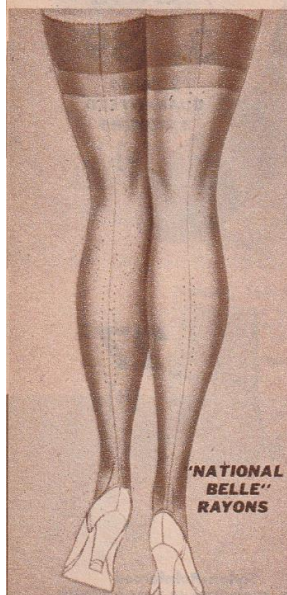
\$1.09

51 Gauge
Our Sheerest

\$1.39

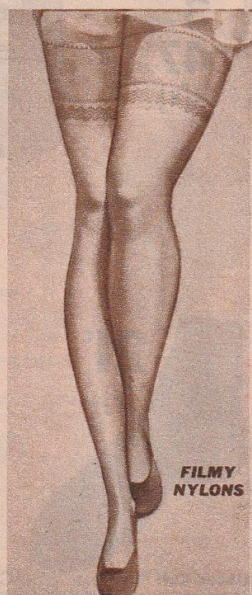
Precious "National Belle" Nylons — there's nothing like them for sheer leg flattery and long service. Here they are at below pre-war prices! Full fashioned of Du Pont Nylon from top to toe, with a well reinforced comfortable foot. Flawlessly crystal clear throughout and made to hug your leg like a second skin. It's a joy how quickly they dry. For important occasions, be sure of your leg beauty — wear "National Belle" Nylons. Choice of three qualities. Colors: Brown Magic, Off-Black, Beavertone, Suntone or Beigetone (described at bottom of page). Sizes: 8½ to 10½. State color and size wanted. Shipping weight pair 2 oz.

5 B 115—Sheer—42 gauge.....98^c pair; 2 pairs, \$1.93
5 B 100—Finer Sheer—45 gauge.....\$1.09 pair; 2 pairs, \$2.13
5 B 102—Our Finest Sheer—51 gauge. \$1.39 pair; 2 pairs, \$2.73



**"NATIONAL
BELLE"
RAYONS**

Full Fashioned
Sheer 45-gauge
"National Belle"
Rayons for durable
chiffon-sheer
beauty. Sleek full fashioned
stockings knit of high twist, dull
finish Rayon. Comfortable Cotton
Lisle-reinforced foot.
Stretchee double garter welt.
5 B 111—Colors: Suntone or
Beigetone. Sizes: 8½ to 10½.
State color, size. Wt. pr. 2 oz.
63^c pair; 2 pairs, \$1.21



**FILMY
NYLONS**

Finest 400 Needle
You'll cherish these
luxuriously sheer
No-Seam Nylons.
Their sleek-fitting
beauty will bring new loveliness
to your legs. Knit for long service
in extra fine 400 needle All-
Nylon from top to toe.
5 B 101—Colors: Beigetone or
Brown Magic (described at
right). Sizes: 8½ to 10½. State
color and size when ordering.
Ship. wt. pr. 2 oz.
\$1.05 pair; 2 pairs, \$2.05

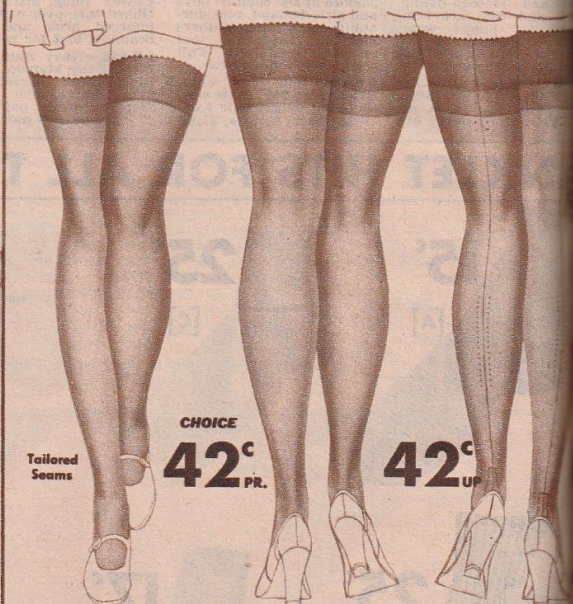


**Wunderhose
NYLONS
89^c 2 PRS.
\$1.75**

CLEAR, SHEER NO-SEAM "DRESS-UPS"

Exquisite No-Seam "Wunderhose" — a famous brand you can trust for lasting sheer beauty. Knit in fine 340 needle All Nylon from top to toe, superbly smooth-fitting and wrinkle-free, with no seams to keep straight. Can wash and dry them in a jiffy. At this Bellas Hess low price, you can keep your legs looking glamorous all the time.

5 B 105—Colors: Beigetone or Brown Magic (described below). Sizes: 8½ to 10½. State color and size. Ship. wt. pr. 2 oz.....89^c pair; 2 pairs, \$1.75



**Tailored
Seams**

CHOICE

42^c PR.

42^c PR.

GLAMOROUS "WUNDERHOSE" RAYONS

Shorties, Teens

Knit shorter and narrower than the average hose, these sheer, dressy "Wunderhose" will fit the short slender leg smoothly. Knit in 300 needle high twist, dull finish Rayon, with trim tailored seam, fashioning marks. Fine Cotton toe and heel; double garter welt.

5 B 203—Beigetone only. Sizes: 8 to 10. State size when ordering. Ship. wt. pr. 2 oz. 42^c pair; 2 pairs, \$1.68

Dressy No-Seams

You'll admire the beauty and sleek fit of these No-Seam "Wunderhose". Knit in fine 300 needle, these chiffon-sheer high twist Rayons have a smart dull finish. They help make your legs look ultra-glamorous. Reinforced heel and toe for added wear. Double garter welt.

5 B 201—Color: Beigetone only. Sizes: 8½ to 10½. Be sure to state size. Ship. wt. pr. 2 oz. 42^c pair; 2 pairs, \$1.68

Grand value in "Wunderhose". Sizes: 8½ to 10½. Ship. wt. pr. 2 oz. 42^c pair; 2 pairs, \$1.68

TAILORED SEAM
Fine 300 needle sheer Rayons. Tailored seam; fashioning marks. Mercerized Cotton heels, toes. Beige. Double garter welt. 5 B 202 — 42^c pair; 2 pairs, \$1.68

FULL FASHIONED
Dressy fine 42-gauge fashioned sheer Rayon. Cotton-reinforced. 5 B 106 — 69^c pair; 2 pairs, \$1.38

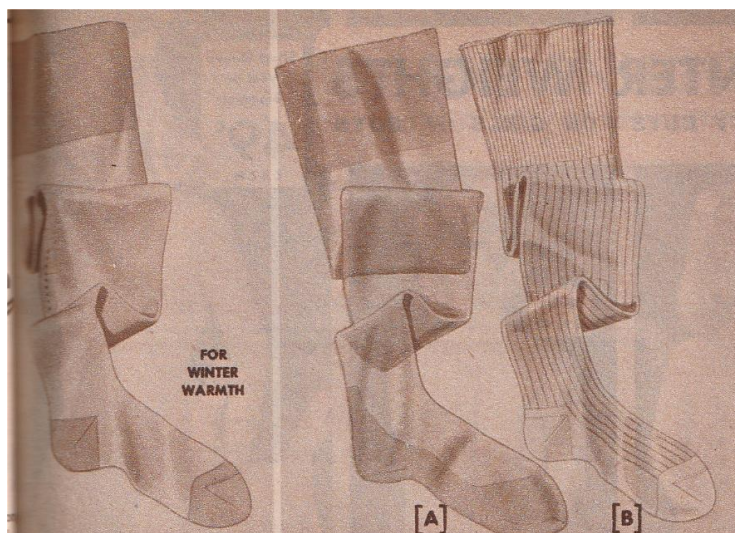
DESCRIPTIONS OF HOSIERY COLORS

SUNTONE... a radiant, golden tan. Wear it with Brown, Blue, Green, Wine, Autumn pastels and Black.
BEIGETONE... a soft, neutral beige. Can be worn with Black, Misty Beige, Gray and all neutral shades.
BROWN MAGIC... a smart, new subtle dark brown shade. So new and smart with Brown, Black, Blue, Green and all spicy tones.

BEAVERTONE... an ultra smart brownish gray. Wear it with Black, Gray, Green, Brown, Blue, all Fall and Winter shades.

OFF-BLACK... very dark Gunmetal. Very smart worn with Black, Dark Green and Dark Green.

WINETONE... a vibrant ruby-rich and glamorous. To wear with Black, Dark Green and all spicy tones.



FOR
WINTER
WARMTH

[A]

[B]

Rayon Plated Over Cotton

Rayon plated over Cotton. Soft, durable, warm without bulk. Comfortable double garter welt, reinforced heels and toes. Slenderizing stretch back; seamless feet. Colors: Beigelton or Gunmetal. Sizes: 8½ to 11. Ship. wt. pr. 3 oz. 45¢ pair; 2 pairs, 87¢

Soft, Warm 30% Wool

Knit for cold weather. Knit new Wool, 40% fine 30% strong Cotton. Smooth fitting and comfortable. Stretchee "no-blind" double garter welt. Reinforced Cotton heels, toes. Seamed back; seamless feet. The utmost in serviceability. Colors: Beigelton or Gunmetal. Sizes: 9 to 11. Ship. wt. pr. 3 oz. 75¢ pair; 2 pairs, \$1.45

45¢

75¢

3 Pairs Guaranteed 3 Months

Three pairs must wear 3 months or we will replace them Free. Must be worn by the same person. Sizes: 8½ to 10½. State color, size.

[A] Good Quality Cotton

5 B 210—Medium weight Cotton with reinforced heels and toes. Double hem. Seam-effect back. Colors: Beigelton, Suntone. 3 pairs, 98¢
5 B 209—Better quality mercerized Cotton. Medium fine gauge. Seamed back; reinforced heels, toes. Colors: Suntone, Beigelton, Blush-tone or White. Sizes: 8½ to 10½. Ship. wt. 3 prs. 9 oz. 3 pairs, \$1.19

[B] Rib-to-Toe Combed Cotton

5 B 211—Superior quality combed Cotton. Smart English rib to toe. Stretchee "no-blind" top. Reinforced heels, toes. Plain knit sole. Color: Suntone 8½ to 10½. 3 pairs, \$1.09
Ship. wt. 3 prs. 9 oz. 3 pairs, \$1.09



OUTSIZE HOSIERY

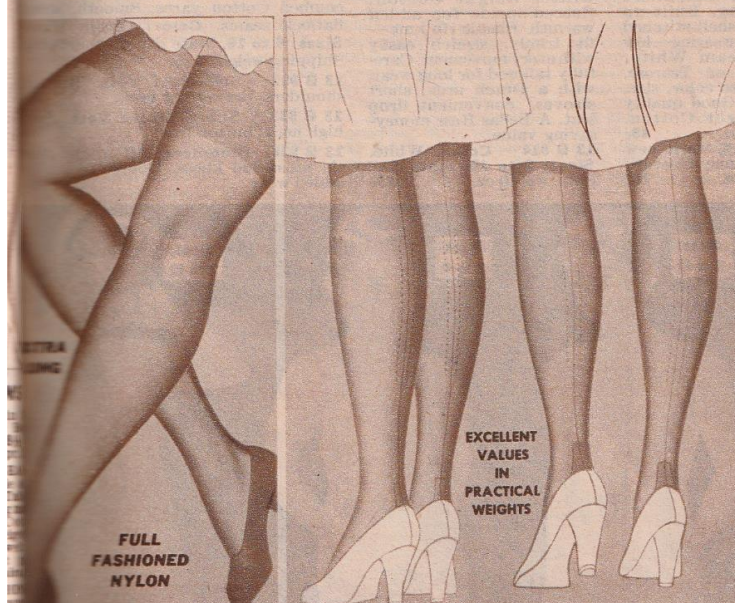
Nylon
\$1.49

Rayon
98¢

Cotton
59¢

KNIT TO FIT LARGER LEGS

Full-Fashioned Nylon. Extra long and actually knit outside (not stretched). Semi-sheer, 42 gauge Nylon; mercerized Cotton top and foot. Long-wearing, lovely.
5 B 113—Beigelton or Gunmetal. Sizes: 9½ to 11. Ship. wt. pr. 3 oz. \$1.49; 2 pairs, \$2.93
Full Fashioned Rayon. Extra long. Knit outside (not stretched). Sheer, dressy, fine Rayon hose. Full fashioned, 42 gauge. Mercerized Cotton garter welt and foot.
5 B 114—Beigelton or Gunmetal. Sizes: 9½ to 11. Ship. wt. pr. 3 oz. 98¢; 2 pairs, \$1.93
Fine Mercerized Cotton. Actually knit outside (not stretched). Superior quality fine mercerized Cotton. Fine rib Stretchee top. Seamed back, seamless foot. Reinforced heels, toes. Extremely durable, and an excellent value.
5 B 212—White, Black, Gunmetal, Beigel-ton. Sizes: 9 to 11. Ship. wt. pr. 3 oz. 59¢ pair; 2 pairs, \$1.15



FULL
FASHIONED
NYLON

EXCELLENT
VALUES
IN
PRACTICAL
WEIGHTS



"Princess Lace"
Glamor Mesh

REPLACED FREE
IF THEY RUN

Sheer 45 Gauge
\$1.29
All-
season
sheer 45 gauge,
not only beautiful, but
durable feet and the
feature with run-
nitter to buy at
one time.
Colors: Magic, Beige-
ton (described on
page 85). Sizes: 9½ to 11.
Ship. wt. pr. 2 prs., \$2.53

Full-Fashioned Lisle

A practical hose for daily wear, smart enough for dress wear. Full-fashioned, semi-sheer and smooth fitting. In fine mercerized Cotton Lisle. Reinforced feet for added wear. Stretchee "no-blind" double garter welt. Slenderizing French heel. In new, fashionable shades.
5 B 118—Black, White, Gunmetal, Beigelton. Sizes: 8½ to 10½. State color, size. Ship. wt. pr. 2 oz. \$1.00 pr., 2 prs., \$1.95

\$1.00

Durable Rayons

With seam-effect back; fashioning marks. Seamless sole. Double garter welt. Reinforced mercerized Cotton heels and toes. Typical Bellas Hess quality at a low price. Color: Beigelton. Sizes: 8½ to 10½. Ship. wt. pr. 2 oz. 29¢ pair; 3 pairs, 85¢
5 B 207—Service sheer Rayon. Fine 280-needle. Seamed back; seamless foot. 36¢; 3 pairs, \$1.00

29¢
UP

Precious Sheer Nylon

\$1.39
Sheer, long-wearing Nylon in invisible runproof lacy mesh. (Replaced free if they run).
5 B 112—Suntone, Winetone, Black. 8½ to 10½. Ship. wt. pr. 2 oz. \$1.39; 2 prs., \$2.73

Smoothly-Fitting Lisle

Luxurious sheer Cotton Lisle in dainty lace mesh. Runproof (replaced free if they run). Plain knit foot, garter welt. Reinforced at points of wear.
5 B 117—Black, Winetone, Suntone. Sizes: 8½ to 10½. Ship. wt. pr. 2 oz. Formerly \$1.39. Now 79¢ pair; 2 pairs \$1.55

79¢

85

WINTER WEIGHTS

THRIFTY BUYS FOR GIRLS 'N' BOYS



Sizes
8 to 16



Sizes
2 to 6



Sizes
2 to 12



Short Sleeve
Vest or
Bloomer
49¢
EACH

Sleeveless
Vest
39¢

COZY WARM KNITTED SLIPS

Big Sister's
Fine values in durable warm slips for girls. Close rib knit to fit smoothly. Will not twist or sag. Comfortable built-up shoulders. Neat shell-stitched edges. Colors: Cream White, Gray, Tan or Tearose. Sizes: 8 to 16. State color and size wanted. **13 B 930**—Good quality winter weight Cotton. Ship. wt. 7 oz. **69¢**
13 B 931—10% warm durable new Wool; balance Cotton. Ship. wt. 9 oz. **94¢**

Little Sister's
Soft, smooth-fitting slips to keep little girls warm. Firm ribbed knit; won't twist or sag. Built-up shoulders; shell-stitched edges. Long wearing—low priced. Cream White, Gray, Tan or Tearose. Sizes: 2 to 6. State color, size. **13 B 937**—Good quality winter weight Cotton. Ship. wt. 7 oz. **49¢**
13 B 938—10% warm new Wool; balance Cotton. Ship. wt. 9 oz. **74¢**

WARM RIBBED-KNIT SUIT

Knee Length
Knee-length waist suits for boys and girls. Medium winter weight Cotton, fleeced inside for added warmth. Elastic rib knit—fit trimly, stretch easily with every movement. Carefully tailored for long wear, with a Dutch neck, short sleeves, convenient drop seat. A Bellas Hess money-saving value. **13 B 914**—Color: White. Sizes: 2 to 12. State size. Ship. wt. 10 oz. **69¢**

WARM VESTS AND BLOOMERS

Girls' Sizes 6 to 16

Carefully tailored, sleek fitting winter weight vests and bloomers for warm and service. Rib knit of superior quality combed Cotton yarns. Smooth, strong flatlock seams. Color: Cream White. Sizes: 6 to 16. State size when ordering. Shipping weight 4 oz.
13 B 932—Sleeveless Vest. Built-up shoulders; drawstring neck.
13 B 933—Short Sleeve Vest. Sm. high neck; button front.
13 B 934—Bloomers. All-around elastic waist and knees. Double crotch for added wear.



Sizes
2 to 12



Sizes
2 to 12



Sizes
2 to 8



Sizes
2 to 12

FLEECE RIB KNIT SUIT

For little boys and girls—medium winter weight Cotton waist suit fleeced inside for added warmth. Elastic rib knit for stretchy comfort. Dutch neck, short sleeves, shorty legs, convenient drop seat. **13 B 939**—White. Sizes: 2 to 12. State size. Ship. wt. 10 oz. **69¢**

86 NATIONAL BELLAS HESS

FAMOUS E-Z BRAND UNDERWEAR

Warm Waist Suit
Superior workmanship in these famous E-Z brand suits for boys and girls. Heavy winter weight excellent quality Cotton in stretchy rib knit. Dutch neck, short sleeves, shorty leg, convenient drop seat. **13 B 928**—Cream White or White. Sizes: 2 to 12. State color and size. Ship. wt. 12 oz. **94¢**

Choice
94¢

2-Pc. Training Suit
Famous E-Z brand 2-piece training suit for boys and girls. Warm winter weight superior quality Cotton in stretchy elastic rib knit. Pull-over short sleeve shirt buttons to drop-seat pantie. Snug ribbed cuffs; double crotch. **13 B 929**—Cream White. Sizes: 2 to 8. State size. Ship. wt. 8 oz. **94¢**

RAYON-STRIPED SUIT

Boys' and girls' warm winter weight waist suit of rib-knit Rayon-striped Cotton. Keeps active youngsters snug and warm. Nicely tailored, with Dutch neck, short sleeves, shorty legs and convenient elastic-back drop seat. Smooth flatlock seams; Rayon trim on neck and down front. **13 B 942**—Cream White. Sizes: 2 to 12. State size when ordering. Ship. wt. 12 oz. **79¢**

Vest, Brief
or Panty
44¢ EA.

WARM SNUGGIES

FAVORITES OF ALL GIRLS



**FAMOUS
E-Z
BRAND**

Sizes
6 to 16



Vest
53¢

Vests
33¢ UP

Sizes
2 to 8

Pantie
44¢

E-Z Brand

Panties
27¢ UP



Short Sleeve
Vest
35¢ UP

Snuggie
Vests
29¢

Panties
29¢ UP

IDEALLY WARM and COMFORTABLE

Regular E-Z brand "Snuggies"— famous for excellent fit, long wear. Well tailored of soft, fine quality cotton in a stretchy comfortable tuck stitch. They're cozy-warm and not bulky. Order a supply for your daughter now. **Color:** Tearose only. **Sizes:** Small (6 to 8); Medium (10 to 12); or Large (14 to 16). State size. Ship. wt. 4 oz.

- 13 B 924—Sleeveless Vest. Warmth without bulk, snug shaped waist. **44¢**
- 13 B 925—Panties. Regular length. Yoke front, elastic back, reinforced crotch for extra durability. **44¢**
- 13 B 926—Brief Panties. Yoke front, elastic back. Double crotch for added warmth. **44¢**

Fine Quality Cotton

Children's reliable E-Z brand "Snuggies" rib knit in tuck stitch of excellent quality warm Cotton. Fit smoothly and stretch with active bodies. Well tailored, long-wearing and correctly sized. **Color:** Tearose only. **Sizes:** 2, 4, 6, 8. State size when ordering. Ship. wt. 4 oz.

- 13 B 940—Vest. Short sleeve. **53¢**
- 13 B 927—Pantie. Regular length. Yoke front, elastic back, double crotch. **44¢**

Vests and Panties

Cozy, warm "Snuggies" in two qualities. Form-fitting short sleeve vest has Dutch neck. Regular length panties. Elastic waistband; reinforced crotch. **Color:** Tearose. **Sizes:** Small (2 to 4); Medium (6 to 8). State size. Ship. wt. 4 oz.

- 13 B 921—Vest. Tuck-stitch Cotton. **33¢**
- 13 B 920—Vest. 10% new Wool, 90% Cotton. **42¢**
- 13 B 923—Panties. Tuck-stitch Cotton. **27¢**
- 13 B 922—Panties. 10% new Wool, 90% Cotton. **42¢**

Vests and Panties—Sizes 6 to 16

Typical Bellas Hess values! Warm tuck-stitch "Snuggie" vests and panties for girls. Stretch without strain; fit smoothly without bulging. **Color:** Tearose. **Sizes:** Small (6 to 8); Medium (10 to 12); Large (14 to 16). State size. Shipping weight 4 oz.

- 13 B 917—Sleeveless Vest. Tuck-stitch Cotton. Stay-up shoulders. **29¢**
- 13 B 919—Short sleeve Vest. Tuck-stitch Cotton. Dutch neck. **35¢**
- 13 B 916—Short sleeve Vest. 10% new Wool, balance Cotton. Dutch neck. **45¢**
- 13 B 918—Pantie. Cotton. Elastic waistband; double crotch. **29¢**
- 13 B 915—Pantie. 10% new Wool, balance Cotton. Elastic waistband; double crotch. **45¢**

CHILDREN'S THRIFTY PANTIES AND BLOOMERS



29¢

43¢

49¢

69¢

49¢

Sizes
6 to 16

Sizes
2 to 14

THRIFTY COTTON

Warm brief panties of excellent quality. Softest Cotton. Smooth, comfortable. . . a little the year 'round. All-around elastic waistband; double crotch for added wear. Extra low price. **Color:** White. **Sizes:** 2 to 12. State size wanted when ordering. Ship. wt. 4 oz. **29¢**

COTTON BLOOMERS

Girls' and Misses' hard-to-find well tailored bloomers of fine flat-knit soft Cotton—warm, comfortable. Fit smoothly without bulk. All-around elastic waist; elastic at knees. Double crotch for added wear. Smooth seams. **Color:** White. **Sizes:** 6 to 16. State size wanted when ordering. Ship. wt. 4 oz. **43¢**

RUN-RESIST RAYON

You can count on these bloomers for comfort and durability. They're beautifully tailored of fine run-resistant Rayon, with durable double crotch for longer wear. Elastic at waist and knees. Smooth, strongly sewn seams. **Color:** Tearose. **Sizes:** 6 to 16. State size. Ship. wt. 5 oz. **49¢**

DAINTY LACE TRIM

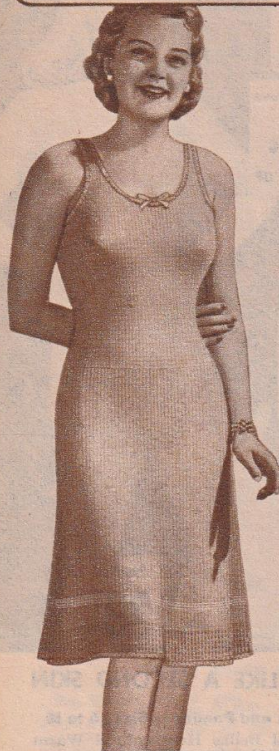
The run-proof, deluxe quality tricot-knit Rayon makes these girls' panties an extra good buy. They're our finest quality. Leg openings are trimmed with dainty lace and ribbon bows. All-around elastic waist; double crotch for added wear. Smooth, soft, sleek-fitting. **Color:** Tearose. **Sizes:** 2 to 14. Ship. wt. 4 oz. **69¢**

TRICOT-KNIT RAYON

Superior quality tricot-knit Rayon panties for girls. Guaranteed run-proof. Carefully tailored for sleek fit and long wear. All-around elastic waist and snug cuff bands. Durable double crotch. **Color:** Tearose. **Sizes:** 2 to 14. State size. Ship. wt. 4 oz. **49¢**

NATIONAL BELLAS HESS 87

WOMEN'S WINTER WEIGHT UNDIES



Warm, Smooth Fitting KNITTED SLIPS

Heavy Durable Cotton
Warm, firmly knit Cotton slips with shell-edge trim, drawstring neck. Form-fitting—won't ride or bunch. Colors: Tan, Tearose or Gray. Sizes: 34 to 44 bust. State color and size. Shipping weight 9 oz. **13 B 729—Length 39 inches... 75¢**
13 B 730—Length 42 inches... 79¢

Extra Sizes 46 to 54 Bust
Warm, serviceable Cotton slips in extra sizes for stout-figure comfort. They fit smoothly—won't sag. Shell-edge trim, drawstring neck. **13 B 735—Colors: Gray, Tan or Tearose. Sizes: 46 to 54 bust. Length about 45 inches. State color and size. Ship. wt. 9 oz. 94¢**

Cozy 10% Wool
For extra warmth, form-fitting slips of 10% Wool, balance firmly knit Cotton. Durable, comfortable. Shell-edge trim, drawstring neck. Colors: Tan, Gray, Tearose or Cream. Sizes: 34 to 44 bust. State color, size. Ship. wt. 9 oz. **13 B 731—Length 39 inches. \$1.29**
13 B 732—Length 42 inches. \$1.39

Our Warmest—50% Wool
Our best knitted slip—50% virgin Wool, 50% selected firmly knit Cotton. Luxuriously soft and extra warm. Fits smoothly. Shell-edge trim, drawstring neck. Colors: Gray, Tan, Tearose, Cream White. Sizes: 34 to 44 bust. State color and size. Shipping weight 9 oz. **13 B 733—Length 39 inches. \$2.19**
13 B 734—Length 42 inches. \$2.29



Warm, Heavy Cotton VESTS AND DRAWERS

98¢^{UP}

Lightly Fleece

Excellent quality heavy winter weight Cotton. Knit in comfortable stretchy elastic rib. Cool soft and long-wearing. Lightly fleeced inside for greater warmth. Smooth strong, flatlock seams. Fine quality firmly sewn buttons. Color: White. Shipping weight 10 oz.

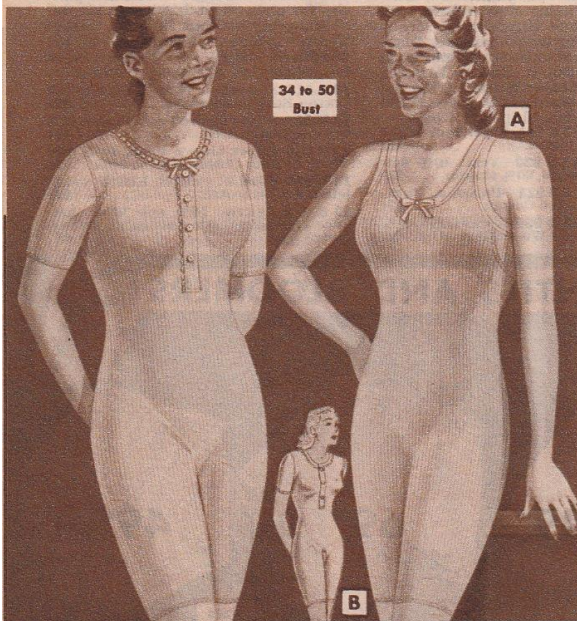
Vests

13 B 740—High neck, long sleeve, button front vest. Strong tailor binding at neck with convenient drawstring. State size. 34 to 44 bust... \$1.29
46 to 50 bust... \$1.39

Drawers

13 B 742—Ankle length. Open-seat style with side-buttoned elastic waistband. State size. 34 to 44 hip... \$1.29
46 to 50 hip... \$1.39

**SAVE THE POSTAGE
SEE PAGE 198**



RIB-KNIT COTTON UNION SUITS

Heavy Weight

Knee-length union suits, lightly fleeced inside for cozy warmth. Heavy weight elastic rib-knit Cotton. Soft, warm and long-wearing. Shaped sides for smooth fit. Dutch neck with drawstring; short sleeves; smooth flatlock seams. **13 B 739—White. Ship. wt. 14 oz. Sizes: 34 to 44 bust... \$1.29**
Sizes: 46 to 50 bust... \$1.45

Warm Combed Cotton

Smooth-fitting winter weight knee-length Cotton union suits knit in comfortable fine rib. They cling snugly and provide warmth without bulk. Well tailored. Wide-lapped seat, flatlock seams. Cream White. Ship. wt. 12 oz. **13 B 756—Low neck, sleeveless. Sizes: 34 to 50 bust. 98¢**
[A] 13 B 752—High neck, button-front style with short sleeves. Sizes 34 to 50 bust... \$1.25



Sleeveless Vest

49¢^{UP}

Bloomers

59¢^{UP}

Short Sleeve Vest

79¢

WARM WINTER WEIGHT COTTONS


Short Sleeve Vest

For cozy winter warmth without bulk—our finest quality short sleeve vest of rib-knit combed Cotton. Beautifully tailored, with high neck and strong, smooth flatlock seams. Button front. **13 B 737—Cream White. Sizes: 34 to 50 bust. State size wanted. Ship. wt. 6 oz... 79¢**

Sleeveless Vests . . . Bloomers

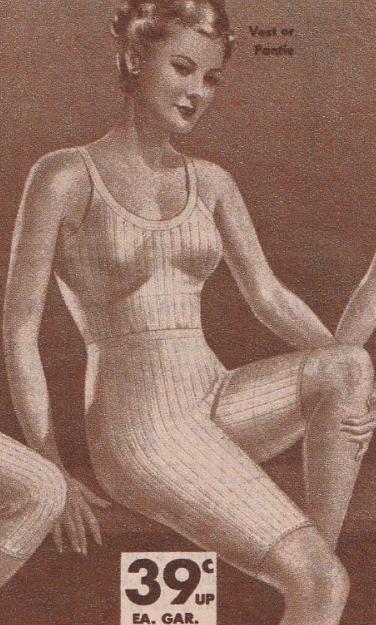
Sleeveless Vests in durable rib-knit Cotton. Smooth-fitting. Drawstring neck. Color: Cream White. **34 to 50 bust. Ship. wt. 6 oz. 13 B 736—Good winter weight Cotton. 13 B 754—Superior quality combed Cotton. Arm shields for added protection.**
Bloomers. Warm, smooth-fitting. Rib-knit winter weight Cotton. Elastic waist and knees. Double crotch. Color: Cream White. Sizes: 34 to 50 hip. Ship. wt. 6 oz. 13 B 738—Good quality Cotton. 13 B 755—Better quality combed Cotton. Warm but not bulky.

SMOOTH-FITTING SNUGGIES PRICED LOW



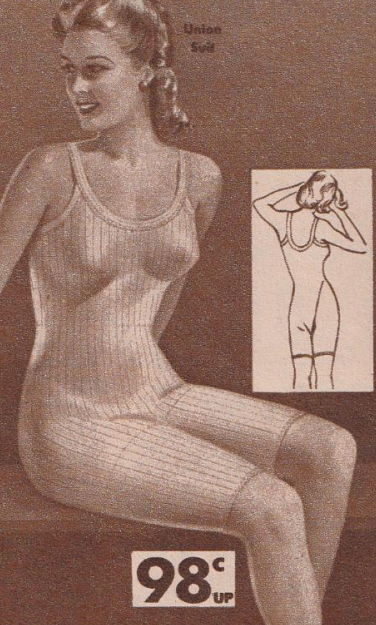
Short Sleeve Vest or Below-Knee Panties

69^c
UP
EA. GAR.



Vest or Panties

39^c
UP
EA. GAR.



Union Suit

98^c
UP

12½% Wool-and Nylon
Warm-fitting "Snuggles" for cold-weather comfort. Knit in resilient tuck-stitch, of warm 10% Wool, 2½% Nylon, 87½% Cotton. State size wanted. Tearose. State size wanted. Ship. wt. 5 oz.

13 B 745—Sleeveless "Snuggie" vest. Shaped at waist for sleek fit. Dainty shoulder straps; neat binding around neck. Color: Tearose. State size. Ship. wt. 5 oz.

13 B 745—Extra Large Vests. Sizes: 46 to 50 bust.79¢

13 B 746—Below-the-Knee Panties. All-around elastic waist; fine elastic at knees. Shaped saddle-crotch for added wear. Tearose. State size. Ship. wt. 5 oz.

13 B 746—Extra Large Panties. Sizes: 46 to 50 hip. Ship. wt. 5 oz.79¢

Tuck-Stitch Favorites
Soft, warm "Snuggles" for cozy comfort. They fit like a second skin. Well tailored of fine quality Cotton in an elastic tuck-stitch; won't bind.

VESTS. Sleeveless "Snuggie" vest. Shaped at waist for sleek fit. Dainty shoulder straps; neat binding around neck. Color: Tearose. State size. Ship. wt. 5 oz.

13 B 705—Sizes: Small (32 to 34 bust); Medium (36 to 38); or Large (40 to 42)39¢

13 B 745—Extra Large Sizes: 44 to 50 bust. 49¢

PANTIES. Well tailored panties with all-around elastic waist; double crotch for added wear. Fine elastic in knees. Reinforced seams. Color: Tearose. State size. Ship. wt. 5 oz.

13 B 705—Sizes: Small (32 to 34 in. hip); Medium (36 to 38 hip); or Large (40 to 42). 39¢

13 B 710—Extra Large Sizes: 44 to 50 hip. 49¢

Warm "Snuggie" Union Suit
Here's the perfect answer to cold, wintry weather — these "Snuggie" union suits. Soft and clinging, extra durable, warm but not bulky. Knit of finest quality combed Cotton yarns in a stretchy tuck-stitch that gives when you bend or move — and they retain their elasticity after many, many washings. You'll be delighted with the wrinkle-free fit — even under your sheerest frocks. Wide lapped seat for real comfort; double crotch for added wear. Dainty shoulder straps and neat binding around neck. Smooth reinforced seams. Fine elastic in leg openings. Color: Tearose. State size wanted when ordering. Shipping weight 7 oz.

13 B 747—Sizes: Small (34 to 36 bust); Medium (38 to 40); or Large (42 to 44)98¢

13 B 749—Extra Large Sizes: 46 to 48 bust. \$1.09



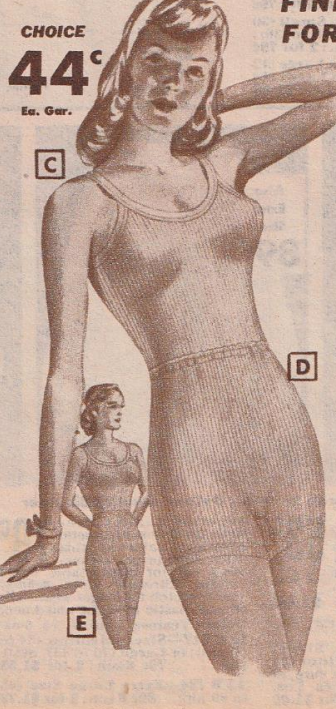
CHOICE
44^c
EA. GAR.

Extra Sizes
69^c

Fine Cotton Bloomers
Ideal for cozy summer comfort — warm bloomers of soft, smooth-fitting Cotton. All-around elastic waist and elastic at knees. Long-wearing, not fading. Very low priced. Color: Tearose. State size. Ship. wt. 5 oz.

13 B 706—Sizes: Small (30 to 32 in. hip); Medium (34 to 36); or Large (38 to 40)69¢

13 B 707—Extra Large (42 to 44 in. hip)69¢



CHOICE
44^c
EA. GAR.

[C] **13 B 718**—Vest. Sleeveless vest with built-up shoulder straps. Cut full and long. Sizes: Small (32 to 34 bust); Medium (36 to 38); or Large (40 to 42 bust)44¢ Each; 2 for 85¢

[D] **13 B 719**—Briefs. All-around elastic waist. Double crotch; ribbed cuffs. Sizes: Small (32 to 34 in. hip); Medium (36 to 38); or Large (40 to 42). 44¢ Each; 2 for 85¢

[E] **13 B 720**—Panties. All-around elastic waist. Double crotch. Elastic at leg openings. Sizes: Small (32 to 34 in. hip); Medium (36 to 38); or Large (40 to 42)44¢ Each; 2 for 85¢

FINE RIB-KNIT COTTONS FOR YEAR 'ROUND WEAR

← **Vest, Briefs and Panties**
Excellent quality garments, beautifully tailored of fine rib-knit Cotton. Highly absorbent and long-wearing. Sleek and smooth. Full-cut sizes. Very low priced. Tearose. State size. Ship. wt. 4 oz.

[C] **13 B 718**—Vest. Sleeveless vest with built-up shoulder straps. Cut full and long. Sizes: Small (32 to 34 bust); Medium (36 to 38); or Large (40 to 42 bust)44¢ Each; 2 for 85¢

[D] **13 B 719**—Briefs. All-around elastic waist. Double crotch; ribbed cuffs. Sizes: Small (32 to 34 in. hip); Medium (36 to 38); or Large (40 to 42). 44¢ Each; 2 for 85¢

[E] **13 B 720**—Panties. All-around elastic waist. Double crotch. Elastic at leg openings. Sizes: Small (32 to 34 in. hip); Medium (36 to 38); or Large (40 to 42)44¢ Each; 2 for 85¢

Wonderful-Fit Union Suit→
[F] Our year-round union suit of superior quality fine ribbed Cotton. Full cut, with excellent workmanship throughout — will give long-lasting wear. Smooth seams; shell stitched edges. Soft, durable, absorbent. Easy to wash, needs no ironing. Color: White. State size wanted. **13 B 700**—Shipping weight 8 oz. Sizes: 34 to 44 bust74¢
Sizes: 46 to 50 bust84¢

NATIONAL BELLAS HESS 89



FINE QUALITY RUNPROOF TRICOT KNIT RAYONS

Step-In Panties

Flare-leg step-in panties, beautifully tailored of superior quality runproof tricot-knit Rayon. Comfortable, sleek-fitting, luxurious. Double crotch for added wear. All-around elastic waist. Terrific value at the low price you expect at Bellas Hess.

13 B 750—Colors: Tearose or White. Sizes: 5 (30 to 32 hip); 6 (34 to 36); 7 (38 to 40). State color and size when ordering. Ship. wt. ea. 6 oz.

64¢ Each; 2 for \$1.23

Band-Leg Brief

These sleek-fitting band-leg briefs in runproof tricot-knit, fine, soft Rayon are actually \$1.00 value.

64¢ Each; 2 for \$1.23

Hollywood-Type Brief

Your favorite Hollywood briefs in superior quality runproof tricot knit Rayon. Actual value \$1.00 . . . now only 64¢. Long-wearing and expertly finished — they fit like your own skin. Comfortable all-around elastic waistband; double crotch for longer wear.

13 B 703—White or Tearose. Sizes: 5 (30 to 32 hip); 6 (34 to 36); 7 (38 to 40). State color and size. Shipping weight ea. 6 oz.

64¢ Each; 2 for \$1.23

Lace Trim Panties

Our finest — de luxe quality tricot knit Rayon panties trimmed with lace. Guaranteed smooth-fitting; dainty looking long-lasting. Comfortable all-around elastic waistband and double crotch for longer wear.

13 B 716—Tearose. Sizes: Small (30 to 32 hip); Medium (34 to 36); Large (38 to 40). Be sure to state size. Ship. wt. ea. 6 oz.

79¢ Each; 2 for \$1.58

LUXURIOUS CHEMISE

Tricot-Knit Rayon

Smooth, sleek-fitting chemise of finest quality runproof tricot-knit Rayon — soft and long-wearing. Adjustable drawstring at neck; bodice top; comfortable flare leg; double crotch for extra wear. Generously cut. Washes in a jiffy . . . no ironing needed. Smooth-fitting under your daintiest frocks.

13 B 713 — Tearose only. Sizes: 34 to 44 bust. State size. Ship. wt. 8 oz. . . . \$1.39

SAVE THE POSTAGE
See Page 198

THRIFT SPECIAL

Tailored Rayons . . . Only

We can't remember when we've seen so much value for this extra low Bellas Hess price! Look, you can get two panties for less than you'd expect to pay for one. Well tailored of excellent quality run-resistant Rayon. Correctly proportioned for perfect fit. Elastic waistband; long-wearing double crotch. Color: Tearose only. State size. Ship. wt. ea. 5 oz.

13 B 725—Panties. Sizes: Small (30 to 32 hip); Medium (34 to 36); Large (38 to 40). 43¢ Each; 2 for 79¢

13 B 728—Briefs. Sizes: Small (30 to 32 hip); Medium (34 to 36); Large (38 to 40). 43¢ Ea.; 2 for 79¢

13 B 726—Panties. Extra Large (42 to 46 hip); Double Extra Large (48 to 50) . . . 53¢ Each; 2 for \$1.00

43¢
Ea. Car.
2 for 79¢



Extra Sizes

53¢

2 for \$1.00

Panties

Brief



Rayon Pantie Buyl

An outstanding example of Bellas Hess values. Excellent quality, closely knit Rayon brief pantie with strongly stitched double crotch, all-around elastic waistband, leg-hugging cuffs. Wonderful fit.

13 B 715—Tearose or White. Sizes: Small (30-32 hip); Medium (34-36); or Large (38-40). State color and size when ordering. Ship. wt. ea. 5 oz. . . . 49¢ Each; 2 for 95¢



Dainty Lace-Trim Rayon

For you who love dainty, feminine lingerie . . . our soft, smooth-fitting pantie knit of excellent quality Rayon with pretty lace trim. Soft, smooth-fitting, well tailored, comfortable. All round elastic waist, double crotch for longer wear. Top notch value!

13 B 751—Tearose only. Sizes: Small (30 to 32 hip); Medium (34 to 36); or Large (38-40). Be sure to state size wanted. Ship. wt. ea. 5 oz.

53¢ Each; 2 for \$1.00



DeLuxe Quality Bloomer

Superior quality run-resistant Rayon bloomers. Excellent value at this extra low price. Generously cut for comfortable wear; durable. Strongly sewn seams, double crotch for longer wear. All-around elastic at waist and knee.

Color: Tearose. Ship. wt. ea. 6 oz.

13 B 717—Sizes: Medium (34 to 39 hip); or Large (40 to 44). State size. . . . 79¢ Each; 2 for \$1.53

13 B 724—Extra Large Size (45 to 49 hip) . . . 89¢ Each; 2 for \$1.73



Run-Resist Rayon Vest

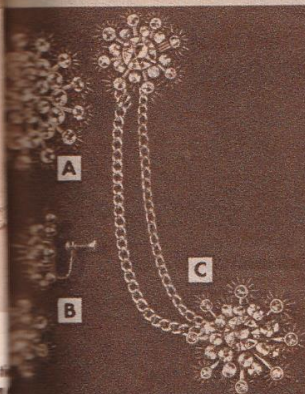
Priced extra low the Bellas Hess way. Excellent quality run-resistant Rayon vest with adjustable drawstring neck, 2 underarm shields for longer wear. Matching 1/2" ribbon shoulder straps. Correct proportioned sizes. Superior workmanship throughout. Washes easily — no ironing necessary.

13 B 727—Tearose only. Sizes: 34 to 44 bust. Be sure to state size. Ship. wt. ea. 4 oz.

59¢ Each; 2 for \$1.18

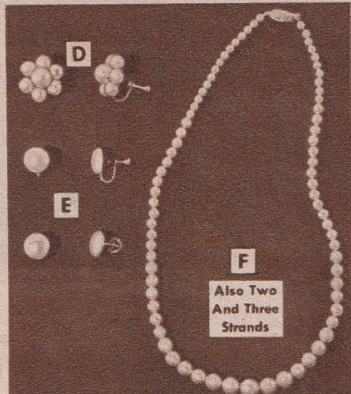
Costume Jewelry

ALL PRICES INCLUDE
20% GOVERNMENT TAX



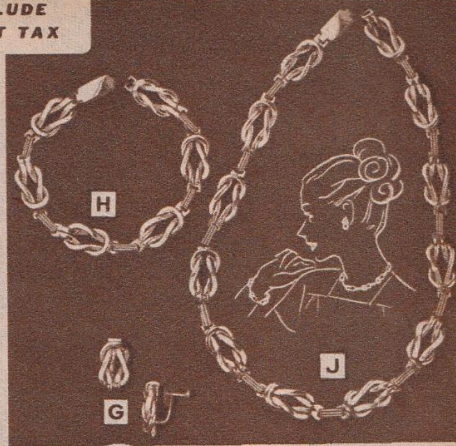
Sparkling Cut Stones

Glamorous silver color metal jewelry ablaze with sunburst-effect rhinestones. These matched pieces make your simplest dress stunning. Colors: Red, Blue, Green, or pearl-like all with White stones. State color.
91 B 1321—Pin with safety catch. 98c
91 B 1320—Matching screw-back earrings. Measure 1 inch. Ship. wt. 98c
91 B 1319—Dramatic Chateaufine joined by fine link chains. 6½ in. long. 1.14
91 B 1322—Double strand. Ship. wt. 6 oz.



Beautiful Simulated Pearls

[D] 91 B 1312—Earrings. Cluster of simulated pearls. Metal screw back. Cream color. Measure ¾ in. Wt. 3 oz. Pr. 59c
[E] Simulated pearl button earrings. Measure ¾ inch. Ship. wt. 3 oz. 55c
91 B 1314—Sterling Silver screw back. Pr. 55c
91 B 1313—With Sterling Silver post. For pierced ears only. Pair 55c
[F] Simulated pearl "choker" necklace. Push-in metal clasp. Length about 17 in. 91 B 1309—Single strand. Ship. wt. 4 oz. 89c
91 B 1310—Double strand. Ship. wt. 6 oz. 1.69
91 B 1311—Triple strand. Ship. wt. 8 oz. 2.39



Matching Necklace, Bracelet and Earrings

Glamorous accent for every costume. Smart Yellow-and-Rose Gold color metal combined in a new matching knotted design. Jewelry that you can wear with both casual and dressed-up styles, and look well-dressed either way.
[G] 91 B 1318—Screw-back Earrings. About ¾ inches. Ship. wt. 3 oz. Pair. 35c
[H] 91 B 1317—Bracelet. Length 7½ in. Secure clasp. Ship. wt. 5 oz. 69c
[J] 91 B 1316—Matching "choker" necklace. Secure clasp. Length 14½ inches. 1.29
Shipping weight 6 oz.



For Pierced Ears

[L] Hoop earrings. Delicately engraved. Gold plated. 1/20 Gold filled Sterling Silver wires.
91 B 1332—¾ inch. 59c
91 B 1331—Post-back earrings. Exquisite Gold-plated Silver with radiant set rhinestone. For pierced ears only. 1.15
91 B 1333—¾ inch. 1.15



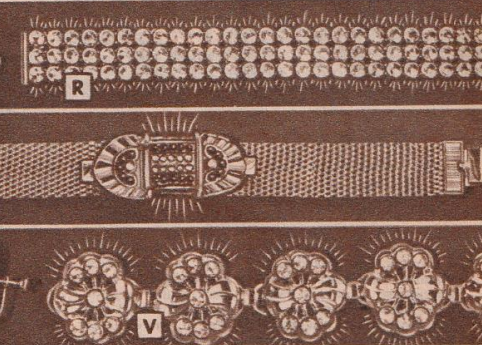
Multi-Color Stones

[M] Pin. You'll be thrilled with this beautiful bow-knot design. Gold color metal, prong-set with flashing multi-color stones and large center stone. Safety clasp. Length 2 inches. 89c
91 B 1328—Ship. wt. 4 oz. 89c
[N] Earrings. Gold color metal with sparkling cluster-effect multi-color stones. Prong setting. screw back. Measure ¾ inch. 59c
91 B 1329—Ship. wt. 3 oz. Pr. 59c
91 B 1330—Pin and earrings. Ship. wt. 5 oz. Set. 1.39



Diamond Shape Earrings

[P] Diamond Shape Earrings. Glittering rhinestones with larger center stone. Metal screw back. Measure ½ inch. 91 B 1325—Ship. wt. 4 oz. Pair. 1.14
[R] Rhinestone Bracelet. Three rows of flexible brilliance. Silver color metal with 108 flashing stones. Secure catch. Makes an impressive gift for little money. 91 B 1324—Length 7 in. Ship. wt. 5 oz. 2.95



Gold Plated Mesh Bracelet

[S] Gold Plated Mesh Bracelet. Flexible mesh with sparkling center stones. 91 B 1326—Colors: Yellow Gold color or Pink Gold color metal, both with Red-and-White stones. State color. Length 6½ inches. 1.55
Ship. wt. 4 oz. 1.55
[T] Flower-Bud Earrings. Gold color metal with 7 bright rhinestones. Screw back. Measure ¾ inch. 91 B 1323—Ship. wt. 4 oz. Pair. 98c
[V] Flower-Bud Bracelet. Links of Gold color metal. Each dainty bud is set with glittering rhinestones. Secure catch. Length 7 inches. 91 B 1322—Ship. wt. 5 oz. 2.25



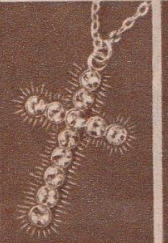
Sparkling Comb

1. Glamorous new beauty for your hair. Beautiful shell comb with a tassel of gold color metal with flashing rhinestones. The comb is of Plastic and stay securely in place. "must" for your festive evening. Adds any style to any coiffure—length 3 in. 65c



"Mother" Pin

A lovely gift for your mother. Show her how often you think of her—she'll appreciate your gift every time she wears this lovely pin. And she'll be proud to wear this exquisite ornament. It is daintily designed in gleaming Silver Color metal studded with shining marcasite stones. Strong safety catch. Length 2 in. 91 B 1327—Ship. 1.98
wt. 4 oz.



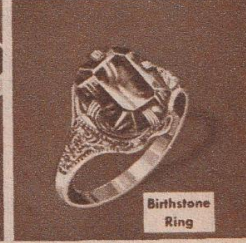
Sterling Silver

You'll cherish this beautiful cross and chain necklace for many years. The shining Sterling Silver cross is one inch long and is set with twelve brilliant, flashing rhinestones. The fine link chain is eighteen inches long and is included. 91 B 1315—Ship. 1.14
weight 4 oz.



Wedding Set

Choice of Sterling Silver or 1/20 10K Gold filled. Gift boxed. Whole Sizes: 4 to 9. State size and color wanted. 91 B 1334—Engagement Ring. Sparkling ¾-in. White stone, two small stones. Ship. wt. 5 oz. 1.59
91 B 1335—Wedding Ring. Fishtail design with six radiant white stones. Ship. wt. 5 oz. 1.59
91 B 1282—Engagement and Wedding Ring. 2.95
Ship. wt. 5 oz.



Birthstone Ring

READ "HOW TO ORDER RINGS" ON PAGE 93
Sterling Silver: Plastic birthstones. Tiffany-style setting. 91 B 1293—Colors: Jan.: Garnet; Feb.: Amethyst; Mar.: Aqua (lt.); April: Crystal; May: Emerald color; June: Violet Alexandrite; July: Ruby color; August: Green Peridot; Sept.: Sapphire color; Oct.: Rose; Nov.: Topaz color; Dec.: Aqua (dk.). Whole Sizes: 4 to 9. State month, give ring size. Ship. 79c
wt. 3 oz.

\$19.95
A

\$12.95
B

\$4.95
C

\$8.25 UP
D

\$3.65
E

FINE WATCHES
BY WELL KNOWN MAKERS

ALL PRICES INCLUDE
GOVERNMENT TAX

"HARMAN"

10K Rolled Gold Plate

[A] Our finest famous-for-quality men's wrist watch — made and guaranteed by "Harman." Luxurious looking 10K Yellow rolled Gold Plated case; stainless steel back. 7-jewel guaranteed imported Swiss movement. Smartly styled sun-dial model silver-tone face has luminous figures and hands; sweep second hand. Genuine leather strap. Gift boxed. (Shown actual size.)

94 B 1140 — Shipping weight 14 oz. \$19.95

"VARSITY"

Seven Jewel

[B] A truly handsome watch of excellent quality. Has the smart styling men go for. It's the 7-jewel pin-lever "Varsity" with a guaranteed time-tested Swiss movement. Beautifully styled dressy chrome-finished case, with etched silver color dial; black numerals, sweep second hand. Fine leather wrist strap. A wonderful gift to give or receive. Gift boxed. (Shown actual size.)

94 B 1141 — Shipping weight 12 oz. \$12.95

"TREASURE"

Made by Ingraham

[C] Here's a really terrific value in a fine, dependable watch. Its distinctive styling makes it look far more expensive than our special budget price. Has a 10K rolled Yellow Gold Plated case with wrist-fitting chrome plated back. Gold color numerals and hands. Smart genuine leather strap. Makes a splendid gift. Nicely boxed. (Shown actual size.)

94 B 1134 — Shipping weight 8 oz. \$4.95

"NEW HAVEN"

Distinctively Styled

[D] Chrome Plated — Non-tarnish "New Haven." Stainless steel back. Tested movement, compensated spring. Leather strap. Boxed. Shown actual size.

94 B 1135 — Wt. 8 oz. \$8.25
Yellow Gold Plated. Stainless steel back. Two-jewel tested movement; compensated hairspring; silver-finish dial; gold color numerals. Leather strap. Boxed.

94 B 1136 — (Not shown.) Ship. wt. 8 oz. \$10.45

"WRIST-O-CRA"

By Ingraham

[E] Bellas Hea brings you Ingraham's "Wrist-O-Crat" — an accurate, good-looking watch at an amazingly low price. Has sturdy Chromium plated case with wrist-fit back, plain silver-color dial. Black numerals and hands. Unbreakable crystal. Boxed. (Shown actual size.)

94 B 1133 — Shipping weight 8 oz. \$3.65

95¢
F

\$3.95
G

LEATHER OR EXPANSION BANDS

[F] Alligator Leather. Genuine Alligator Leather watch strap, pigskin-lined. Fits 1/2-in. watch lugs. 10K rolled gold plate buckle; 2 gold color keepers. (Shown actual size.)

94 B 1138 — Color: Brown only. 1/2 in. wide. Ship. wt. 4 oz. 95¢
Pigskin. (Not shown.) Sturdy genuine Pigskin Leather strap. Fits 1/2-in. watch lugs. Gold color metal buckle; 2 keepers.

94 B 1139 — Light or Dark Tan. Ship. wt. 4 oz. 59¢

[G] Gold-Filled on Sterling Silver. Expansion bracelet watch band for men's watches only. Fits any size wrist. Cleverly styled in woven link-effect of 1/20 12K Gold Filled on Sterling Silver, with stainless steel back. Strong rivets. Fits 1/2-inch lugs. A gift that is thoughtful, luxurious and economical. (Shown actual size.)

94 B 1120 — Choice of White, Pink or Yellow Gold. State choice. Ship. wt. 6 oz. \$3.96

\$1.98
G

\$2.75 UP
H

DEPENDABLE POCKET WATCHES

Nickel Plated "Biltmore"

Smart styling! Value plus in a thin, streamlined model pocket watch with a durable dust-proof nickel plated case. Plain back. Has clear unbreakable crystal with silver color dial; second hand; black easy-to-read numerals and black hands. You'll find it convenient for pocket, handbag or desk. Boxed. (Shown about actual size.)

94 B 1137 — Nickel color. Shipping weight 8 oz. \$1.98

Gold Plated "New Haven." Famous popular priced "New Haven" pocket watch in gold-plated case with etched back. Two-tone etched color dial; black numerals, hands. Compensated hairspring for great accuracy and dependability. (Shown about actual size.)

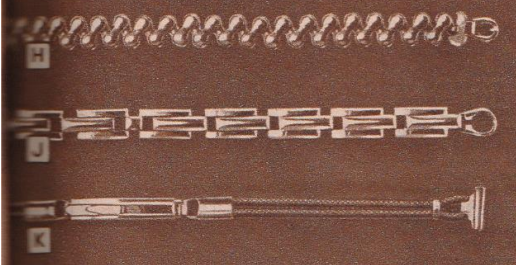
94 B 392 — Yellow Gold. Shipping weight 8 oz. \$2.75 UP

Nickel Plated. Same style but in ever color nickel plated case.

94 B 391 — Ship. wt. 8 oz. \$2.75 UP

JEWELRY TO TREASURE

PRICES INCLUDE GOVERNMENT TAX



BEAUTIFUL WATCH BANDS

[H] Gold-Filled Expansion. Glamor for your watch! Women's expanding band that stretches to fit any watch without pressure. Fits watches with loop ends only. **94 B 1145—1/20 12K Gold-Filled. Stainless steel back. In Yellow, Pink or White gold. State choice. Shipping wt. 4 oz. \$3.95**

[J] Bar Expansion Band. Women's smartly styled bar expansion band in new woven link effect. Stretches to fit all wrists. For watches with loop ends only. **94 B 1146—1/20 12K Gold-filled. Yellow, Pink or White gold. State choice. Shipping wt. 4 oz. \$2.95**

[K] Nylon Cord. A really thrifty buy is this women's long wearing, attractive watch band of Nylon cord with adjustable ratchet. Has safety catch of yellow gold color metal. Fits both bar and ring-end type watches; fits any size wrist. **94 B 1147—Black only. Shipping wt. 4 oz. \$5.95**



\$12.95

\$18.95

\$25.75

"VARSITY" 7 Jewels

Any woman would love to have this time-tested "Varsity" wrist watch. Guaranteed Swiss movement in beautiful non-tarnishable Chrome-finish case. 7-jewel pin lever movement. White dial with easy-to-read gilt numerals and hands. Cord band has secure catch. Gift-boxed. **94 B 1144—Shipping wt. 12 oz. \$12.95**

"HARMAN" 10K Rolled Gold Plate

"Harman" means beauty and dependability. Mechanically tested, guaranteed 7-jewel Swiss movement in case of gleaming 10K rolled yellow Gold Plate with stainless steel back. Coral color dial; black numerals and hands. Black cord band has catch. Gift-boxed. **94 B 1143—Shipping wt. 14 oz. \$18.95**

OUR FINEST "Harman" 17 Jewel

Created by "Harman," a time-honored name in watches. Guaranteed 17-jewel Swiss movement encased in lovely 10K rolled Yellow Gold Plate... stainless steel back. Matching 1/40 12K rolled Gold Plate bracelet with adjustable ratchet. New high dome crystal. Coral color face, black hands and numerals. Luxurious gift box. **94 B 1142—Shipping wt. 14 oz. \$25.75**

ITEMS ABOVE AND RINGS BELOW ARE SHOWN ACTUAL SIZE



14K Gold Rings

Matched wedding rings in classic style that remains in good taste. Made of solid 14K Yellow Gold with plain dome top. Beautifully finished and mounted. (See "How to Order Rings" on this page.) **94 B 1148—Bride's Ring. 1/2 in. wide. Half set. 5 to 9. \$4.59**
94 B 1149—Groom's Ring. 1/2 in. wider and heavier. Half set. 8 1/2 to 10. \$5.95



Genuine Diamonds

Half Sizes: 5 to 9. (See "How to Order" at right.) Shipping wt. 6 oz. **94 B 1152—Engagement Ring. 14K Yellow Gold mounting; White gold side plaques with rough diamond in center. \$8.95**
94 B 1151—Wedding Band. Engraved 14K Yellow Gold mounting; 3 white gold heart-shaped inlays centered with 3 sparkling rough diamonds. \$7.59

14K Gold

New wider set ring so popular with today's brides. Gleaming 14K Yellow Gold wedding band with cleverly designed pierced center, engraved sides. **94 B 1153—1/4 in. wide. Half Sizes: 5 to 8. (See "How to Order Rings" below.) Shipping weight 4 oz. \$5.95**

HOW TO ORDER RINGS. If you are not sure of correct ring size, wrap a 1/4-inch strip of heavy paper snugly around the ring finger. Cut strip so that both ends meet exactly. Pin or paste this strip to your order.



ENGAGEMENT WEDDING SET

14K Gold and Diamonds

Pledge your love with this beautiful engagement and wedding ring set—she will cherish it through the years. Wonderful value! Made of gleaming 14K Yellow Gold. Engagement ring has pierced mounting with white gold side plaques. In the center is a sparkling rough diamond. Wedding band has dainty engraved design. White gold inlay, set with 3 genuine diamonds. Beautifully boxed. (See "How to Order Rings" below.) **94 B 1150—Half Sizes: 5 to 9. Shipping weight 8 oz. Set, \$15.95**



Gold Filled Sterling Silver

Heart-Shaped Locket
Matching synthetic diamond set in lovely heart-shaped chain. 1/20 10K yellow Gold-filled on Sterling Silver. Leaf design, engraved back. Holds 2 photos. Matching 18-in. chain. (Shown actual size.) Gift boxed. Shipping wt. 6 oz. \$2.95



Expansion Bracelet and Locket

"Sweetheart" expansion bracelet and locket set of 1/20 12K Yellow Gold-Filled on Sterling Silver. Two-tone engraved design. (Shown actual size.) Comes in a beautiful box. **94 B 1155—Set. Shipping wt. 14 oz. \$11.75**
94 B 1156—Expansion Bracelet. Fits all wrist sizes. Shipping wt. 8 oz. \$7.95
94 B 1157—Locket. Holds 2 photos; has 18-inch chain. Shipping weight 6 oz. \$3.95



Matching "Butterfly" Jewelry

Gorgeous "butterfly" jewelry cleverly designed of Pink Gold Plated metal with glittering stones. Colors: Red, Blue or Green stones. State color. **94 B 1160—Earrings. 1/4-in. Metal screw back. Shipping wt. 3 oz. \$1.15**
94 B 1159—Bracelet. 7 1/4 in. long, 1/4 in. wide. Secure links; safety clasp. Shipping wt. 4 oz. \$2.95
94 B 1158—Pin. 1 3/4 x 2 inches. Small cut white stones form eyes. Large stones form body. Secure safety catch. Shipping wt. 4 oz. \$1.15



Sleek Stretchables

GIRDLES AND PANTIE GIRDLES

← Rayon Satin "Lastex" Zip-Up

Fits hips 8 to 10 inches larger than waist. Supremely comfortable girdles. They weigh but a few ounces yet are amazingly strong and firm in moulding and coaxing your curves. Cleverly constructed of Rayon Satin "Lastex" with separate inside panel having 2 narrow bones to flatten your tummy. Side-stretch front and slides and down-stretch back, to flex with every movement of your body. 9-inch zip closing. Colors: Nude, Black or White. Waist Sizes: 25, 26, 27, 28, 29, 30. State color and size. Shipping weight 10 oz.

Pantie Girdle

2 B 255—Girdle with 4 elastic garters.
2 B 256—Pantie Girdle with 4 detachable garters. Rayon Jersey crotch..... Each, \$3.79

"Stay-Up" Top 2-Way Stretches →

Fits hips 8 to 10 inches larger than waist. Favorite of juniors and all women who want comfortable, gentle but firm curve-control. Rayon-and-Cotton knit with "Lastex," with specially designed stay-up top... won't roll, won't bind. Made with oval-shaped front panel of smooth Rayon Satin "Lastex" for that nice "flat-tummy" look. Has no fastenings; you simply step into it. Pretty ruffled bottom. Colors: Nude or White. Sizes: Small (23 to 25 waist); Medium (26 to 28); or Large (29 to 30). State color and size. Ship. wt. 10 oz.

2 B 257—Girdle with 4 elastic garters.
2 B 258—Pantie Girdle. 4 detachable garters; Rayon Swami..... Each, \$2.98



Pantie Girdle

Girdle



LIGHT TWO-WAY STRETCH GIRDLES, PANTIES AND CORSELETS FOR SLIM CONTROL

Sleek All-In-One

Fits hips 8 to 10 in. larger than waist. Look at this! Sleek-fitting Corset with detachable crotch and garters. No fastenings. Knit of Rayon-Cotton-and-Elastic. Lined lace-top bra, stitched Rayon Satin underbust sections. Adjustable ribbon straps with elastic "fork" at back; 4 elastic garters. Elastic-bound top and bottom.

2 B 260—Nude. Sizes: 32, 34, 36, 38 bust. \$2.98
 Ship. wt. 12 oz....

Detachable Crotch

Fits hips 8 to 10 in. larger than waist. Sleek-fitting Corset with detachable crotch and garters. No fastenings to bother with. Strongly knit of Rayon-Cotton-and-Elastic. Lace-top bra has stitched Rayon Satin underbust. Elastic-bound top and bottom. Adjustable straps with elastic "fork" at back.

2 B 259—Nude. Sizes: 32, 34, 36, 38 bust. \$3.49
 Ship. wt. 14 oz....

Extra Large... Boned

Fits hips 9 to 11 in. larger than waist. Sleek control for the larger figure. Firmly knit Rayon-Cotton-and-Elastic corselet has 3-bone front on separate panel for firm abdomen control. Elastic-bound top and bottom Rayon Satin bra. Stitched and seamed for youthful uplift. Adjustable shoulder straps with elastic "fork" at back; 4 elastic garters.

2 B 261—Nude. Sizes: 38, 40, 42, 44 bust. \$3.98
 Ship. wt. 10 oz....

Extra Large—Zip-Up

Fits hips 9 to 11 in. larger than waist. Larger women appreciate this wonderfully light weight control as a change from heavier garments. Extra size two-way stretch girdle of strong Rayon-Cotton-and-Elastic. Has 2-bone inner shield for firm stomach support; 7-in. zip closing. Elastic-bound top; 4 elastic garters.

2 B 263—Nude. Waist Sizes: 31, 32, 33, 34, 35, 36, 37, 38. Ship. wt. \$3.98
 12 oz....

Detachable Crotch

Fits hips 8 to 10 in. larger than waist. Two-way stretch-step-in pantie girdle of Rayon-Cotton-and-Elastic with detachable Rayon Jersey crotch and garters. Mild restraint at a budget price!

2 B 267—Colors: Nude or White. Sizes: Small (23 to 25 waist); Medium (26 to 28); or Large (29 to 30 waist). Be sure to state color and size when ordering. Ship. \$1.79
 wt. 12 oz....

Two-Way Stretches

BUDGET GIRDLES AND PANTIES



←Top Value in Trim Stretchables
Fits hips 8 to 10 in. larger than waist. Two-way stretch girdles knit in firm, close stitch of Rayon-Cotton-and-Elastic. Plenty of sideways stretch and up-and-down stretch. Colors: Nude or White. Sizes: Small (23 to 25 waist); Medium (26 to 28); or Large (29 to 30). Ship. wt. 10 oz.
2 B 265—Girdle with 4 elastic garters..... 94c
2 B 266—Pantie Girdle with knit Rayon crotch..... 94c

Criss-Cross Elastic Inner Belt
Fits hips 8 to 10 in. larger than waist. Moulds curves to flattering lines. Criss-cross elastic innerbelt for tummy control. Firmly knit of Rayon-Cotton-and-Elastic. Colors: Nude or White. Sizes: Small (23 to 25 waist); Medium (26 to 28); or Large (29 to 30). Ship. wt. 10 oz.
2 B 269—Girdle with 4 elastic garters..... \$1.79
2 B 270—Pantie Girdle with 4 detachable elastic garters. Knit Rayon crotch..... \$1.79

**"Tantaline"....Better Quality Rayon-Cotton-and-"Lastex" two-way stretch. Superior, longer-wearing. Nude or White. Sizes: Small (23 to 25 waist); Medium (26 to 28); Large (29 to 30); Extra Large (31 to 32); or Double Extra Large (33 to 35). Ship. wt. 14 oz.
2 B 271—Girdle with 4 elastic garters..... \$2.98
2 B 272—Pantie Girdle with 4 detachable elastic garters. Rayon S w a m i crotch..... \$2.98**



Inside View

Pantie **Girdle**



BONED SIDE HOOK
For Comfortable Control

Fits hips 8 to 10 inches larger than waist. Firm figure control by a thrifty Bellas Hess priced hook girdle of Rayon Satin-Cotton in 2 lengths; 3-bone inside inner shield flattens stomach. Double-stripped boned back; section front with heavy elastic elastic side sections; 4 detachable elastic garters. Color: Nude. Waist Sizes: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36. State size wanted when ordering. Ship. wt. 14 oz.
2 B 273—Length 14 in. \$1.98
2 B 274—Length 16 in. Ea. \$1.98

RAYON SATIN ZIP-UP GIRDLES
With Elastic Panels To Smooth Your Hips

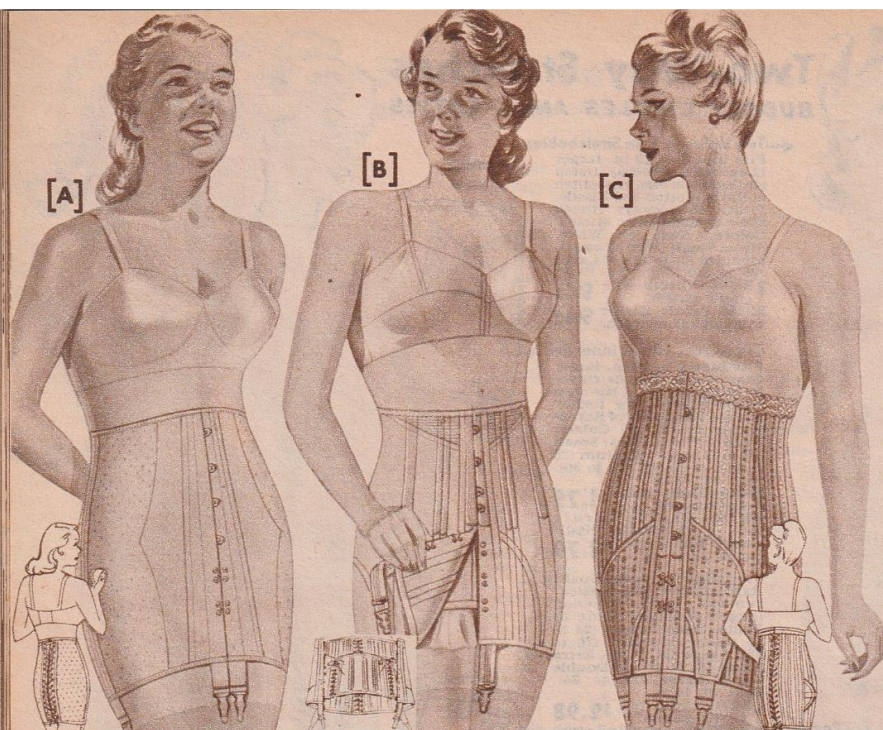
Fits hips 8 to 10 inches larger than waist. Rayon Satin girdle, 14 inches long, with 8-inch smooth zip closing. Extra inner shield on front section gives smooth control. Two narrow slanting bones prevent top from rolling. Elastic front gore. Elastic side sections. Reinforced at bottom back; 4 elastic double garters.
2 B 262—Nude. Waist Sizes: 25, 26, 27, 28, 29, 30. State size wanted when ordering. \$2.98
Ship. wt. 10 oz.....

Fits hips 7 to 9 in. larger than waist. Clothes fit better with a good foundation like this! Rayon Satin, 14 in. long; 9-in. zip closing. Pageted stitching. Shaped front batiste elastic gusset; 2-bone separate inner shield for abdomen control. Batiste elastic side sections. Back has batiste elastic gusset at top; reinforced at bottom; 2 narrow full length bones; 4 elastic garters.
2 B 273—Nude. Waist Sizes: 25, 26, 27, 28, 29, 30, 31, 32. Ship. wt. 12 oz.... \$3.98

TWO-WAY STRETCH
Detachable Crotch Pantie

Fits hips 8 to 10 in. larger than waist. Two-way stretch pantie made of durable Rayon-Cotton-and-Elastic, with Rayon Satin "Lastex" down-stretch front panel. Two narrow slanting top bones prevent rolling. Detachable knit Rayon drotch snaps out and in for jiffy laundering; 4 detachable elastic garters.
2 B 268—Nude. Sizes: Small (23 to 25 waist); Medium (26 to 28); Large (29 to 30); or Extra Large (32 to 34). State size. \$2.79
Ship. wt. 12 oz.....

NATIONAL BELLAS HESS 95



BACK-LACE CORSETS

Cotton-Covered Rubber

[A] Fits hips 8 to 10 inches larger than waist. Boned material front; perforated rubber sides and back. Cotton-covered to absorb perspiration. Back lace; front hook closing; 4 adjustable garters.
2 B 154—Nude. Waist Sizes: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38 in. Side length 15 in. State size. Ship. wt. 1 lb. 2 oz. **\$3.95**

Extra Supporting Inner-Belt

[B] Fits hips 8 to 10 inches larger than waist. Heavily boned, firm supporting Cotton Twill Corset. Heavily boned 3½-inch side-laced inner belt. Front hook and back-lace; 4 adjustable garters.
2 B 150—Nude. Waist Sizes: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40. Side length 16 in. State size. Ship. wt. 1 lb. **\$4.95**

High Waist Heavily Boned

[C] Fits hips 8 to 10 inches larger than waist. Rayon-striped Cotton, firmly boned. Front elastic. Adjustable buckle-strap controls and smooths hips and thighs; 4 adjustable garters. An excellent waist-slimmer corset.
2 B 140—Nude. Waist Sizes: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40. Side length 16½ in. 14 in. from waist down. State size. Ship. wt. 1 lb. 2 oz. **\$3.95**



Side Lace Maternity Corset

Expertly designed maternity corset of Cotton Coutil with woven surgical elastic. Cupped front. Side lacings for frequent adjustments; top and bottom elastic bands give firm support. Boned back, 15 in. long; front, 11 in. long. Side hook closing; wide adjustable garters.
2 B 156—Nude. Waist Sizes: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40 in. State present waist size when ordering; give period of time. Ship. wt. 12 oz. **\$2.98**

HEAVILY BONED SUPPORTING BELTS FOR GOOD POSTURE

Back Lace

Improve your posture with this sturdy Cotton Twill supporting belt. Also recommended for wear after operations. Heavily boned front supports the abdomen comfortably. The laces are controlled by side-buckled back straps for easy adjustment. Side hook closing; 4 adjustable elastic garters.
2 B 157—Nude. Waist Sizes: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40 in. Front and back length 11 in. Side length 9 in. State size. Ship. wt. 12 oz. **\$2.59**

Side Lace

Relieve back strain and you'll enjoy life more. This belt of Rayon Satin-striped Cotton gives excellent support. Adjustable side lacings; elastic gussets each side of boned front; 2-in. elastic band across the bottom. Side hook closing; 13½-in. boned back; 11-in. front; 4 adjustable garters.
2 B 139—Nude. Waist Sizes: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 38, 40 inches. State size wanted when ordering. Shipping weight 12 oz. **\$2.98**

Thrifty Back-Lace

Fits hips 8 to 10 inches larger than waist. Here's an efficient budget-priced corset for slimmer, more youthful lines. Made of good quality Cotton Twill, with front hook and adjustable back laces for good support. Four elastic garters.
2 B 130—Nude. Waist Sizes: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 38, 40 in. Side length 15 inches. Be sure to state size when ordering. Ship. wt. 1 lb. **\$2.79**

**SAVE THE POSTAGE
SEE PAGE 198**

INNER-BELT CORSELETS

Elastic Side Panels

Fits hips 8 to 10 inches larger than waist. **\$3.98**

Durable Rayon-brocaded Cotton corselet. Hook 10-in. innerbelt is elastic. Elastic side panels; elastic garters.

126—Nude. Sizes: 34, 36, 38, 40, 42, 44, 46 bust. Underarm length, 19 in.; from waist down, 14 in. State size. Ship. wt. 1 lb. \$3.98

Heavily Boned Inner-Belt

Fits hips 7 to 9 inches larger than waist. **\$4.98**

E Cuts sturdy Cotton. Coutil side-hook corselet. Heavily boned 14-in. innerbelt of woven elastic. Wide elastic straps with back elastic garters; 6 adjustable garters.

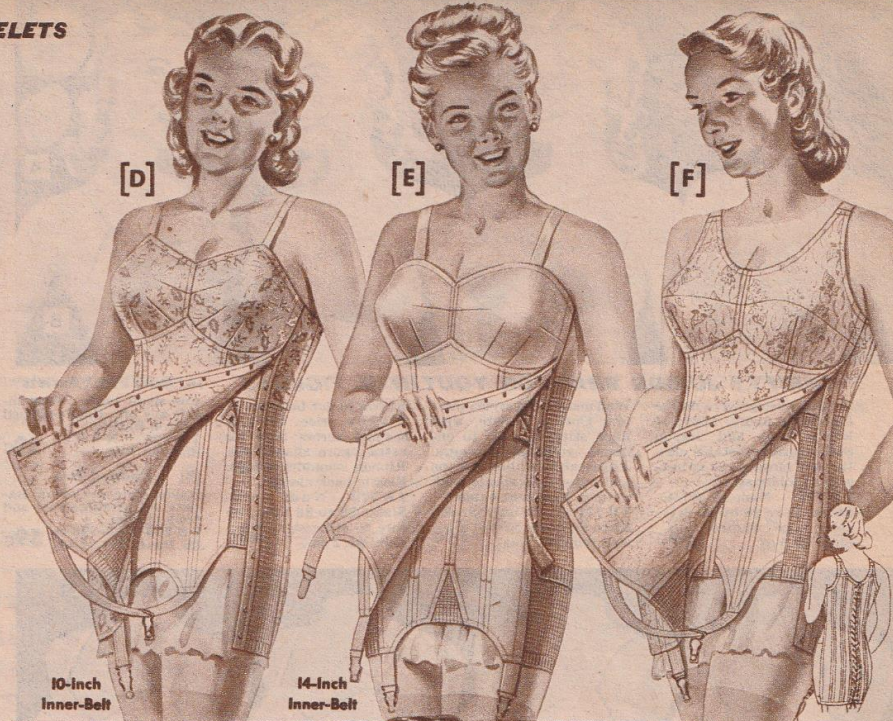
152—Nude. Sizes: 34, 36, 38, 40, 42, 44, 46, 50 bust. Underarm length, 20½ in.; from waist down, 14 in. State size. Ship. wt. 1 lb. 2 oz. \$4.98

Built-Up Back Lacer

Fits hips 7 to 9 in. larger than waist. **\$6.98**

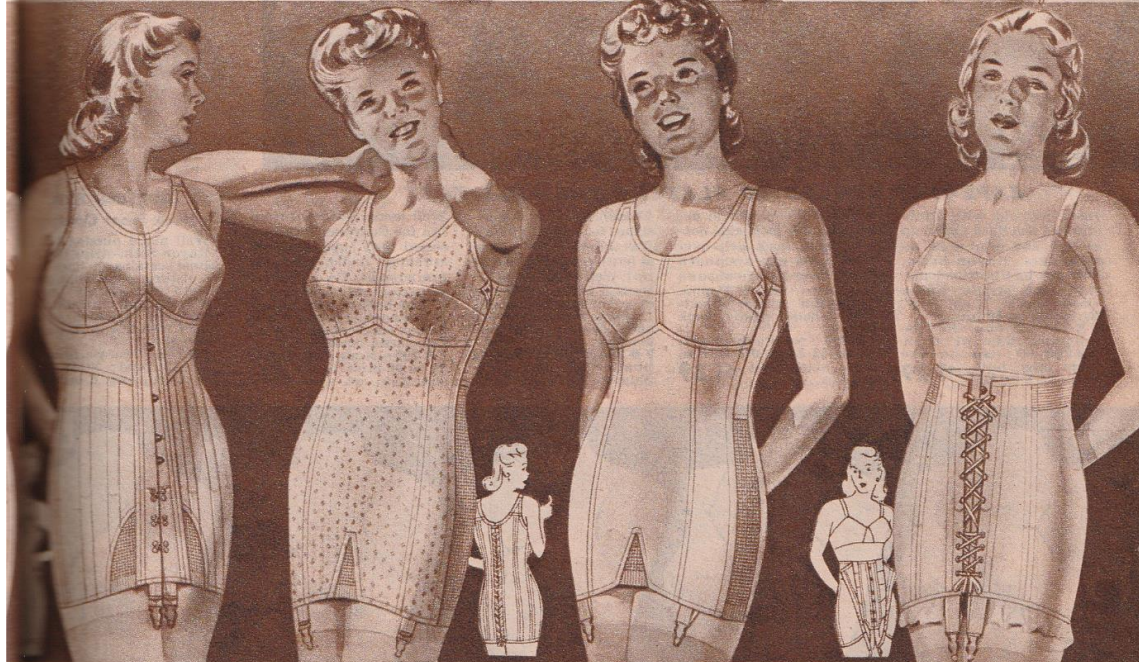
F Cuts heavily boned back-lace side-hook corselet. Rayon-brocaded Cotton. 10-in. inner belt with elastic side sections and cupped at bottom. Well shaped neckline; built-up shoulders with elastic insert. Woven elastic side sections. Adjustable elastic garters; 2 trolley garters at front.

153—Nude. Sizes: 36, 38, 40, 42, 44, 46, 48, 50, 52, 54 bust. Underarm length, 21½ in.; from waist down, 14 in. State size. Ship. wt. 1 lb. 4 oz. \$6.98



10-inch Inner-Belt

14-inch Inner-Belt



BACK-LACE CORSELETS IN COTTON TWILL

Front Hook

Fits hips 7 to 9 inches larger than waist. Have fashionable silhouette with this sturdy, lined Cotton Twill foundation. Hooks in front; laces in back. Built-up shoulders have elastic inserts; elastic gussets at bottom front. Four elastic garters for comfort when sitting down. **\$3.98**

126—Nude. Sizes: 36, 38, 40, 42, 44, 46, 48, 50, 52 in. bust. Underarm length, 20 in.; from waist down, 14 in. State size. Ship. wt. 1 lb. 6 oz. \$3.98

Side Hook

Fits hips 8 to 10 inches larger than waist. This corselet always fits comfortably. Side hook; back lace firm elastic side sections. Heavily boned front supports abdomen. Built-up shoulders have elastic inserts to prevent binding. Made of good quality Rayon Satin-striped Cotton Twill. Four adjustable elastic garters. **\$4.79**

2 B 127—Nude. Sizes: 36, 38, 40, 42, 44, 46, 48, 50, 52 in. bust. Underarm length, 19 in.; from waist down, 14 in. State size wanted. Ship. wt. 1 lb. \$4.79

Side-Hook Corselet

Fits hips 8 to 10 inches larger than waist. Slimming side-hook foundation well made of sturdy Cotton Twill. Comfortable when you're standing or sitting. Built-up shoulders with elastic inserts in straps; well shaped bustline. Strongly boned all around for trim control. Elastic side sections and insert at front for sitting ease; 4 elastic garters. **\$3.98**

2 B 131—Nude. Sizes: 36, 38, 40, 42, 44, 46, 48, 50, 52 in. bust. Underarm length, 21 in.; from waist down, 15 in. State size. Shipping weight 1 lb. \$3.98

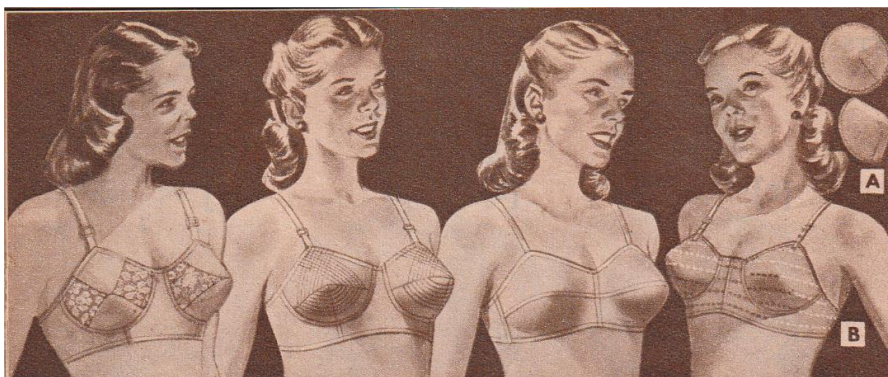
EXPERTLY DESIGNED TO SLENDERIZE

Front Hook Corset

Fits hips 8 to 10 in. larger than waist. Durable Cotton Twill corset. Boned front-clasp innershield with 4 elastic bands for extra control. Heavily boned outer garment laces in front; elastic waist inserts and elastic strip at bottom back. Adjustable elastic back garters; 2 front trolley garters. **\$3.98**

2 B 155—Nude. Waist Sizes: 28, 29, 30, 31, 32, 33, 34, 35, 36 inches. Side length, 16 in.; back, 15 in. State size. Ship. wt. 1 lb. \$3.98

NATIONAL BELLAS HESS 97



THRIFTY JUNIOR BRAS FOR YOUTHFUL FIGURES

Specialized designed to flatter the junior figure. Made of lovely Lace and Rayon Satin, with adjustable elastic back closing and adjustable shoulder straps.

7 B 708—Nude or White. Sizes: 32 to 36 bust. State color, size wanted. **98c**
Ship. wt. 4 oz.

Well made band style junior bra. Cotton Batiste, with lined stitched cups to enhance youthful contours. Adjustable ribbon straps and adjustable elastic back closing. Excellent value!

7 B 771—Nude only. Sizes: 32 to 38 bust. State size. Ship. wt. 4 oz. **74c**

Rayon junior bandeau at a thrift price. Cleverly seamed across bust for extra figure shapeliness. Ribbon shoulder straps. Elastic back closing.

7 B 770—Nude only. Sizes: 32 to 38 bust. Be sure to state size. **35c**
Ship. wt. 2 oz.

[A] Bust Pad "Assists"

For small busts. Wear inside any bra. Rayon-striped Cotton Batiste.

7 B 724—Nude. **39c**
Ship. wt. 2 oz.

[B] Padded Bra

Rayon-striped Cotton Batiste. Adjustable straps and back closing.

7 B 723—Nude. 30 to 36 bust. Wt. 4 oz. **59c**



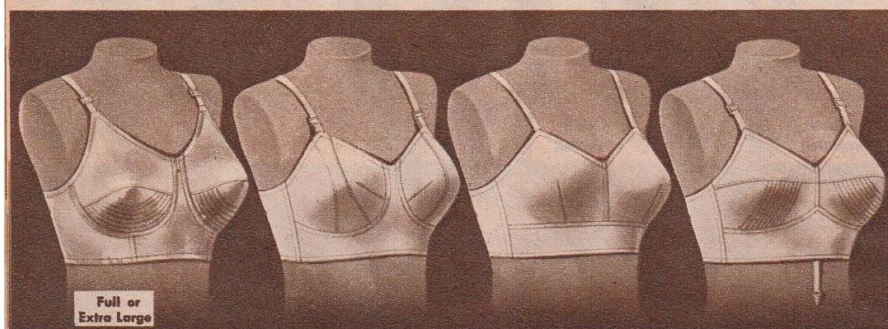
Inner-Cup Control

Full or Average Bust

Sizes 34 to 42

Designed for average or full bust. Good quality meshed Cotton Broadcloth with inner pocket for uplift, added support, adjustable straps and hook closing. Colors: Navy or White. Sizes: 34 to 42 bust. State color and shipping weight 4 oz.

7 B 758—For average bust. **\$1.19**
7 B 759—For full bust. Each. **\$1.19**



Full or Extra Large

EXPERTLY STYLED TO FLATTER THE FULL BUST

Inset bust cup with firmly stitched and lined undercup section and semi-built up shoulders. Rayon Satin, with 1½-inch bottom band. Adjustable straps; 2-hook elastic back. Nude only. Sizes: 36 to 46 bust.

7 B 789—C cup—for the full bust. Ship. wt. 6 oz. **7 B 790**—D cup for the extra large bust. **\$1.29**
Ship. wt. 6 oz. Ea.

Wonderful control and uplift with 2½-inch wide bottom band. Inset strip over bust cups gives smooth lines. Sturdy pre-shrunk Sanforized Rayon Poplin. Adjustable straps; adjustable 3-hook elastic back closing.

7 B 729—Nude only. Sizes: 34 to 42 bust. Be sure to state size. Ship. **\$1.59**
wt. 4 oz.

Economy-priced bra designed for the fuller figure. Has 2½-inch wide band at bottom for smooth control. Well made of Cotton Batiste, with divided bust cups for flattering uplift. Durable shoulder straps and 2-hook elastic back closing.

7 B 794—Nude. 36 to 44 bust. State size. **49c**
Ship. wt. 4 oz.

Well made and low-priced bra for the fuller bust. Inserted bust cups, diagonal stitching under bust for firm support; 2½-inch band at bottom. Made of sturdy Cotton Batiste, with adjustable shoulder straps and 2-hook elastic back closing. One corset hook.

7 B 795—Nude only. Sizes: 34 to 46 bust. State size. Ship. wt. 4 oz. **69c**



NURSING BRA Hook Front Opening

Well made nursing bra. Rayon Satin-stripe Cotton. Bust sections are lined with moisture-proof rubber cloth for sanitary protection. Has 6-hook front opening and 2½-inch elastic back insert. Adjustable ribbon straps.

7 B 766—Tealrose. Sizes: 34 to 42 bust. State size. Ship. wt. 6 oz. **89c**



Size 36 to 42

LONG-LINE BRAS GIVE EXTRA SUPPORT . . . COMFORTABLE CONTROL

For firm, youthful uplift. Darts give shapely contour. Batiste Elastic inserts each side of deep diaphragm band. Strong self straps; 5-hook back closing; 4 corset hooks. Nude only. Sizes: 34 to 44 bust. State size. Shipping weight 6 oz.

7 B 797—Rayon Satin. **\$1.79**
7 B 798—Cotton Poplin. Each

For firm diaphragm control. Rayon Satin-striped Cotton bra with double-fabric diaphragm band; underbust at center front for moulded contour. Comfortable yet firm. Elastic back closing; elastic inserts in straps. One front corset hook.

7 B 765—Nude only. Sizes: 36 to 44 bust. Be sure to state size when ordering. Shipping wt. **\$1.19**
6 oz.

Sturdy bra with built-up shoulders. Durable Rayon Satin-striped Cotton. Wide comfortable diaphragm band. Slide hook closing. Elastic inserts in shoulder straps. Elastic inserts at sides for smooth fit. Corset hook both front and back.

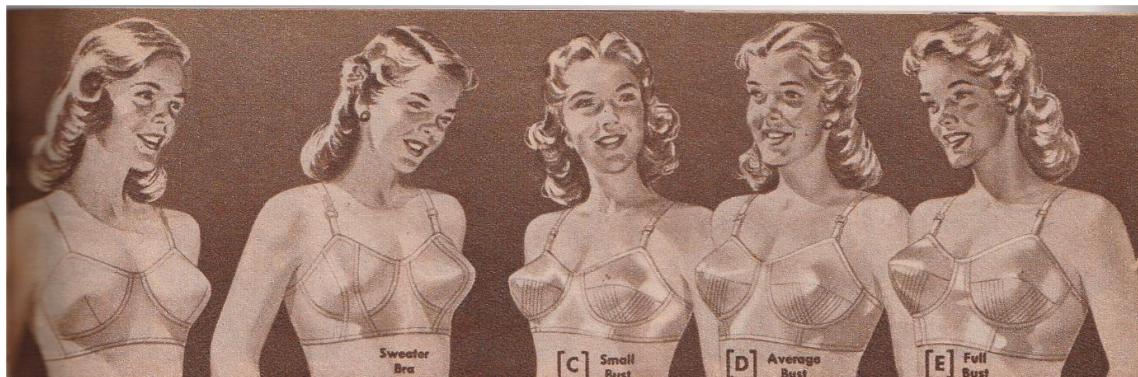
7 B 764—Nude only. Sizes: 36 to 46 bust. Be sure to state size when ordering. Shipping weight 6 oz. **98c**

Skilfully designed to give excellent control and firm support. Sturdy Cotton Poplin with bust cups of knit Rayon Swami Cloth. Pointed diaphragm band with elastic insert each side front for efficient control. Adjustable ribbon shoulder straps; 4-hook back closing. Front corset hook.

7 B 796—Nude only. Sizes: 34 to 46 bust. Be sure to state size wanted. **\$1.29**
Ship. wt. 6 oz.

Comfortable front-hook for the larger bust. Made with inner cup for additional support and figure control. Sturdy Rayon Satin-striped Cotton. The built-up shoulders have elastic insert. Rounded bust section. 8-hook front; 2 elastic inserts in back at bottom. 4 set hooks front and back.

7 B 799—Nude only. Sizes: 36 to 52 bust. Be sure to state size wanted. **\$1.19**
Ship. wt. 6 oz.



AVERAGE-FIGURE FLATTERERS

Bellas Hess bra value. Sturdy Cotton Poplin in cup style with 1-inch band for smooth control. Holds bust in firm young lines. Ribbon straps. One-hook elastic back closing. Here's an example of typical Bellas Hess economy and thrift. See the extra low price!

7 B 773—Nude only. Sizes: 32 to 38 bust. Ship. wt. 4 oz. 49c

Sweater bra of firm Rayon Satin. Shaped strip vertically across bust line smooths high uplift and gives you such attractive youthful lines even under close-fitting sweaters. Inserted bust cups, 1-inch separation. Adjustable straps and elastic back closing.

7 B 775—Nude only. Sizes: 32 to 38 bust. Ship. wt. 4 oz. 79c

BRAS PROPORTIONED FOR YOUR FIGURE

Perfectly proportioned bras that fit as though they were custom made. Inset cups have stitched and lined lower section, 1-inch band. 1/2-inch separation between cups to accentuate high uplift. Adjustable ribbon straps, adjustable elastic back. Color: Nude only. Shipping weight 4 oz.

79c

Cotton Batiste
7 B 791—Small bust. Sizes: 32 to 36.
7 B 792—Average bust. Sizes: 32 to 38.
7 B 793—Full bust. Sizes: 34 to 40. Ea. 79c

Rayon Satin
7 B 781—Small bust. Sizes: 32 to 36.
7 B 782—Average bust. Sizes: 32 to 38.
7 B 783—Full bust. Sizes: 34 to 40. Ea. 79c

LEISURE-LOVELY BED JACKETS

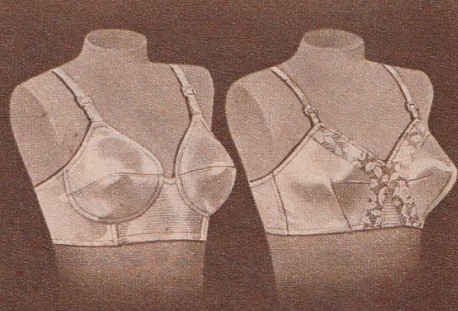
Priced Down Low!

Brushed Rayon

Cozy warm bed jacket of knit brushed Rayon. Peter Pan collar, contrasting ribbon tie. Bracelet length sleeves. **7 B 961—Tearose or Blue. Sizes: Small (32); Medium (34 to 36); Large (38 to 40 bust). State color and size. Ship. wt. 10 oz. \$1.98**

Rayon Satin

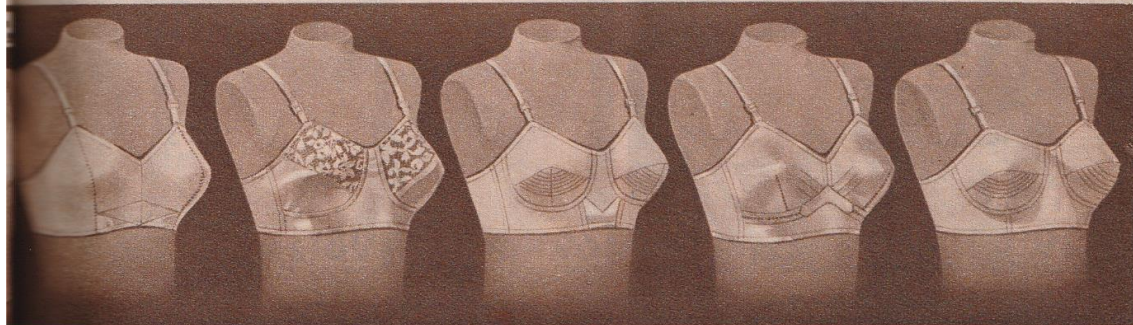
Luxurious Rayon Satin bed jacket. Lace-trim. Rayon Satin ribbon ties. **7 B 960—Tearose, Blue or Opaline. Small (32 bust); Medium (34 to 36); Large (38 to 40). State color and size wanted. Ship. wt. 6 oz. \$2.79**



RAYON SATIN OR COTTON BATISTE

Plunging-neck bra for your lowest cut dresses; gives firm support. The inset bust cups have lined bottom section. "Lastex" section separation and center band assist uplift. Straps and elastic back are adjustable. Sizes: 32 to 40 bust. Color: Nude. State size. Ship. wt. 4 oz. **7 B 786—Rayon Satin. 7 B 787—Rayon Poplin. Each, \$1.49**

To give you lovely contours. Lace-trimmed bra. Elastic front insert. Skillfully placed darts and seams. Adjustable elastic back closing; adjustable ribbon straps. Colors: Nude, White or Black. 32 to 40 bust. State color and size. Ship. wt. 4 oz. **7 B 784—Rayon Satin and Lace. \$1.29 7 B 785—Batiste and Lace. 98c**



ALLURING YOUNG CURVES FOR THE AVERAGE BUST

Artfully designed of sturdy Cotton Poplin with fagoted darts over bust to accentuate high uplift. Satin "Lastex" triangular inserts at front assure better fit. Adjustable ribbon straps; adjustable elastic back closing. **7 B 775—Nude, White or Black. Sizes: 32 to 40 bust. State color. Ship. wt. 4 oz. 98c**

Rayon Satin and Lace are effectively combined in this well designed uplift bra. Lace sections lined for longer wear; 3/4-inch band; 1-inch front separation. Two-hook adjustable elastic back closing and ribbon straps. **7 B 778—Nude or White. Sizes: 32 to 38. State color and size. Ship. wt. 4 oz. 98c**

Fine, sturdy Cotton Batiste with Satin "Lastex" insert at front. Inset cups have stitched and lined lower sections to accent uplift; 1 1/4-inch band. Adjustable ribbon straps and elastic back closing. **7 B 776—Nude only. Sizes: 32 to 40 bust. State size. Ship. wt. 4 oz. 79c**

Sleek Rayon Satin bra that lifts your bust to lovely firm young lines. Cleverly placed darts, fagoted seams, and stitched-on inverted V at front for superb fit. Adjustable elastic back closing; adjustable ribbon straps. **7 B 777—Tearose or White. Sizes: 32 to 38 bust. State color, size. Ship. wt. 4 oz. 98c**

Budget-priced, cleverly designed bra to give modified rounded uplift. Firm Rayon with band under inset bust cup. Center separation; stitching under bust. Adjustable elastic back closing. **7 B 754—Nude. 32 to 38 bust. State size. Ship. wt. 4 oz. 59c**



HOT WATER BOTTLE AND SYRINGE COMBINATIONS

Good Quality
Thrill-priced combination! Durable synthetic rubber hot water bottle and fountain syringe—2-qt. size. Set includes stopper, tubing, vaginal slip-pipe and rectal slip-pipe.
96 B 1410—Red. Ship. wt. 1 lb. 4 oz. **94¢**

Better Quality
Hot water bottle and syringe of heavy synthetic rubber that withstands heat. Grid-tread prevents burning. Bag has leak-proof neck—screw-in stopper. Holds 2 qts. One rectal, one vaginal slip-pipe.
96 B 1411—Red. Ship. wt. 1 lb. 10 oz. **119¢**

Our Best Quality
Our finest hospital grade hot water bottle-syringe set. Heavy gauge synthetic rubber. Holds 78 oz. Adults' and infants' slip pipes; vaginal balloon spray; tubing; screw-in stopper.
96 B 1414—Red. Ship. wt. 1 lb. 12 oz. **198¢**

Attachment Set. (Not shown.) Fits any hot water bottle or syringe on this page. Consists of 2 slip pipes; 56-in. synthetic rubber tubing; shut-off. Screw-in stopper.
96 B 1407—Red. Ship. wt. 8 oz. **35¢**



SCIENTIFICALLY DESIGNED BULB SYRINGES

Balloon Spray
Sturdy, thrill-priced bulb douche syringe of good synthetic rubber. Convenient curved pipe nozzle fits vagina properly and comfortably. Throws spray upward and outward. Cleanses thoroughly. Form-fitting shaped shield.
96 B 1408—Red. ½-pint capacity. Ship. wt. 1 lb. **77¢**

Whirling Spray
Throws whirling spray in every direction, assuring effective, thorough vaginal cleansing. Form-fitting flared shield. Moulded pipe nozzle fits vagina properly. Has screw-on rectal pipe. Made of long-lasting synthetic rubber.
96 B 1409—Red. Holds ½ pint. Ship. wt. 1 lb. **119¢**

Flexible Tube
Our finest douche syringe with flexible, comfortable tube and form-fitting shield. Assures effective cleansing and personal cleanliness. Durable synthetic rubber. Full pint capacity. Detachable balloon spray; rectal pipe. Individually boxed.
96 B 1418—Red. Shipping weight 1 lb. **198¢**



[A] Neoprene "Latex" Gloves
Protect your hands with Neoprene "Latex" gloves.
96 B 1404—Red. Sizes: 7, 7½, 8, 8½, 9. State size when ordering. Ship. wt. 6 oz.

[B] Flat Oval Shaped Ice Bag
Durable synthetic rubber ice bag: 4 tie-on loops to attach to any part of the body. Wide, easily washed. Can't leak; secure screw-on cap.
96 B 1413—Red. 10 inches across. Ship. wt. 14 oz.

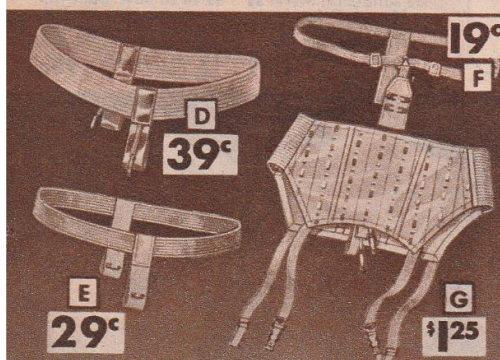
[C] Sturdy Fountain Syringe Hospital-Type
Excellent value! Durable synthetic rubber fountain syringe, 2-qt. capacity. 56-in. tubing with shut-off. rectal and one vaginal hard rubber slip pipe.
96 B 1406—Red. Ship. wt. 1 lb. 4 oz.



Plastic-Lined Sanitary Protectors

Sanitary protector with plastic-lined moisture-proof knit Rayon Jersey crotch. Two plastic napkin grips. Elastic waistband with side straps. Washable.
2 B 356—Tearose. Sizes: Small (24 to 26 waist); Medium (28 to 30); or Large (32 to 34). State size when ordering. Ship. wt. 2 oz. **35¢**

Combination sanitary belt-and-brief-type pant. Knit Rayon Jersey crotch and 10-in. moisture-proof plastic lining. Comfortable elastic waistband. Plastic napkin grips. Washable.
2 B 357—Tearose. Sizes: Small (24-26 waist); Medium (28-30); or Large (32-34). State size when ordering. Ship. wt. 2 oz.



Comfortable Sanitary Belts

[D] 2 B 355—Smooth-fitting 1½-in. wide Rayon woven Elastic sanitary belt. 4-in. Rayon Satin tabs, safety pins attached to loops. Sanitary Cellophane wrapper. Tearose. Sizes: Small (24 to 26 waist); Medium (28 to 30); or Large (32 to 34). State size. Ship. wt. 2 oz. **39¢**

[E] 2 B 373—Inconspicuous 1-in. wide sanitary belt of Rayon woven Elastic; 3-in. tabs; safety pins. Each belt on a cellophane-wrapped card. Tearose. Even Sizes: 24 to 36 waist. Ship. wt. 2 oz. **29¢**

[F] 2 B 372—Narrow Rayon braid elastic sanitary belt; 3-in. tabs; safety pins. Each belt on a cellophane-wrapped card. Tearose. Adjustable, fits all sizes. Ship. wt. 2 oz. **125¢**

[G] 2 B 370—Rayon-stripe Cotton sanitary garter belt. 6-in. front; 6½-in. back; 2 narrow front bones; 4 adjustable garters. Tabs on elastic inside, back and front. Two safety pins. Lined where tabs are attached; 3-hook side closing. Elastic side sections. Color: Nude. Sizes: 24, 26, 28, 30, 32, 34, 36 waist. Ship. wt. 6 oz. **19¢**



Sanitary Bloomers and Panties

Protective sanitary bloomers of sturdy Cotton Batiste with elastic waist and legs. Also in "French" style pantie, with inside Cotton napkin tabs. Washable. Inside shield of moisture-proof plastic. Individually packed. Colors: Flesh or White. Sizes: Small (24 to 26 waist); Medium (28 to 30); or Large (32 to 34). State color and size. Ship. wt. 8 oz.
2 B 360—Sanitary Bloomers. **89¢**
2 B 361—French-style Pantie. (Not shown.) **69¢**

Comfortable sanitary pantie, well made of soft, durable Rayon Jersey with protective moisture-proof plastic-lined crotch. Has two convenient inside plastic napkin hooks. Elastic waist and legs. Washable. Unobtrusive and convenient; assures you of perfect protection. Comes individually boxed.
2 B 364—Tearose only. Sizes: Small (24 to 26 waist); Medium (28 to 30); or Large (32 to 34 waist). Be sure to state size. Ship. wt. 4 oz. **98¢**

Non-Chafe Shield

Our non-chafe Rayon Jersey shield is feather weight, very comfortable and assures you of perfect protection. Wear it inside of a pantie. Shield is 7½ inches long, 7½ inches wide. Two back darts, perfect fit. 2 elastic bands around legs. All-around elastic waistband. Low priced.
2 B 371—Nude only. Sizes: Small (24 to 26 waist); Medium (28 to 29); Large (30 to 32). Be sure to state size. Ship. wt. 4 oz.



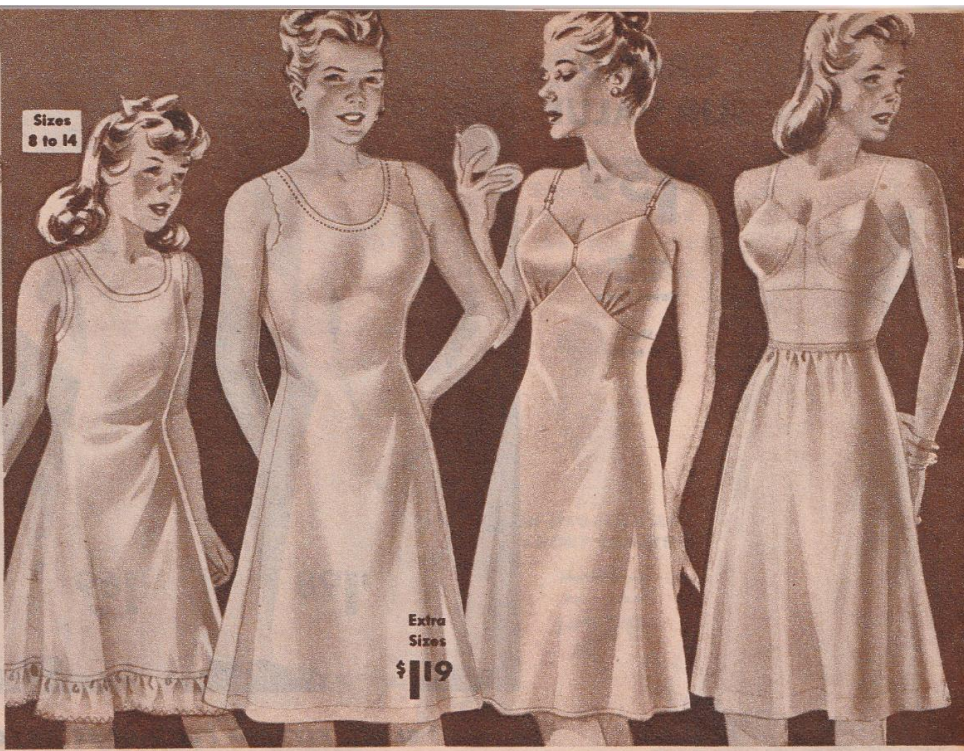
Lace-Trimmed
Rayon Satin

\$1.49

Slips of soft, lustrous Rayon Satin, with deep elastic waist. Tearose. Sizes: Small (28-30); or Large (32-34). State color and size when ordering. Ship. wt. 4 oz. \$1.49



Sizes
4 to 14



Sizes
8 to 14

Extra
Sizes

\$1.19

Girls' Bloomers
Cotton Flannel

64¢

Excellent quality Cotton Flannel bloomers for girls. Neatly cut for comfort and long wear. All-around elastic at waist and strong seams. Tearose only. Sizes: 4 to 14. State size when ordering. Ship. wt. 4 oz. \$1.49

TODAY'S BEST VALUES IN SMOOTH-FITTING SLIPS

In Three Fabrics

Full cut slip for girls. Daintily made with built-up shoulders; fine hemstitching at neck and armholes; ruffled bottom. Sizes: 8 to 14. State size. Ship. wt. 4 oz. \$1.49

Built-Up Shoulders

A well fitting 4-panel slip with comfortable built-up shoulders. Made of durable Sanforized Cotton. Neat hemstitching around neck and armholes. One-inch hem. Color: White. State size. Ship. wt. 6 oz. \$1.49

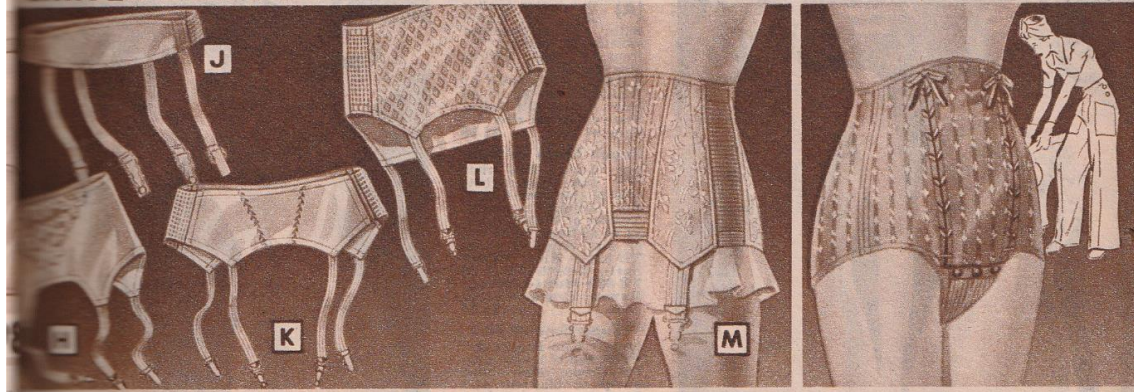
"Youthful" Styling

A best-selling style because of its excellent fit and long service. Tailored youth-top slip of soft, durable Cotton. Carefully made with separated double-fabric bust sections for a moulded fit. Bias-cut skirt; adjustable shoulder straps. White only. Sizes: 32 to 44 bust. Length 42 in. Be sure to state size wanted. Ship. wt. 6 oz. \$1.15

Rayon Jersey Half Slip

Smooth-fitting half slip of soft Rayon Jersey — needs no ironing. Has comfy all-around elastic waistband and neatly hemmed bottom. Gives excellent wear. A fine value at this price. 7 B 833—Tearose or White. Sizes: 5 (24-26 in. waist); 6 (28-30); 7 (32-34). State color and size when ordering. Ship. wt. 4 oz. \$1.19

GARTER BELTS FOR LIGHT WEIGHT CONTROL EASY COMFORT



Lightly Boned Rayon Satin

\$1.59

Lightly boned Rayon Satin garter belt 4 in. wide. Elastic side sections. Side hook; 4 adjustable garters. Color: White. Sizes: 24, 26, 28, 30 in. waist. State color and size. Ship. wt. 8 oz. \$1.59

Thinly Rayon Satin

69¢

Thinly boned Rayon Satin garter belt of good quality. Elastic side sections. Side hook; 4 adjustable garters. Color: White. Sizes: 24, 26, 28, 30 in. waist. Ship. wt. 4 oz. \$1.59

[K] Stitched Rayon Satin

98¢

Lustrous Rayon Satin garter belt 4 in. wide. Elastic side sections. Side hook; 4 adjustable garters. Color: White. Sizes: 24, 26, 28, 30 in. waist. State color and size. Ship. wt. 8 oz. \$1.59

[L] Rayon Satin-Striped Cotton

\$1.00

Garter belt for light control; 8-in. front; 6-in. side; 10-in. back; 4 adjustable garters; elastic side sections. 2 B 315—Nude. Sizes: 24, 26, 28, 30 waist. Ship. wt. 10 oz. \$1.00

[M] Junior Garter Girdle
In Two Qualities

\$1.29

Gives smooth, gentle control. Elastic side sections slim your hips; bones in front to smooth your tummy. Side hook closing; 9½-inch center front; 10-inch side; 11-inch back. Four adjustable elastic garters. Color: Nude. Sizes: 26, 28, 30, 32 and 34 inches waist. State size wanted when ordering. Ship. wt. 10 oz. 2 B 317—Good quality Rayon-Satin-striped Cotton... \$1.29 2 B 316—Better quality Rayon-brocaded Cotton... \$1.79

Lace-Up Pantie Girdle
with Button-Up Crotch

\$1.98

Ideal style for active women. Brief pantie girdle of durable Rayon Satin-stripe Cotton, lightly boned front and back for easy control. Laces up on either side of front panel. Rayon Jersey button-up crotch. 2 B 206—Color: Nude. Sizes: 26, 28, 30, 32, 34 inch waist. State size wanted when ordering. Shipping weight 10 oz. \$1.98

NATIONAL BELLAS HESS 101



GRAND SLIP VALUE

\$1.59

Lace Trim
On Soft
Rayon Crepe

Sizes
32 to 40

A "sweetheart" of a slip at a honey of a low price. Here's the kind of value you expect when you buy at Bellas Hess — the same careful attention to detail you find in slips at a much higher price. It's made of Rayon Crepe, with rich looking novelty lace trim at top and bottom and dainty embroidery on the "sweetheart" front. Gathered bust sections; "V" front and back; adjustable shoulder straps.

7 B 844—Color: Tearose. **Sizes:** 32 to 40 bust. Length 41½ inches. State color when ordering. Shipping weight 6 oz. **\$1.59**



SLEEK FITTING FOUR-GORE RAYON SLIPS

Lacy Rayon Satin

A pretty slip in fine quality lustrous shimmering Rayon Satin. Cut with four gores for smooth lines — won't ride up. Shaped lace front trim. Darted bust sections, "V" front and back; adjustable-shoulder straps.

7 B 860—Tearose or Blue. **Sizes:** 32 to 44 bust. Length 42 inches. State color and size. Ship. wt. 6 oz. **\$1.98**

Rayon Satin or Crepe

Tailored for a smooth, perfect fit. Four gores, darted bust sections, "V" front and back, adjustable shoulder straps.

Colors: Tearose or White. **Sizes:** 32 to 44 bust. Length 42 inches. State color and size. Shipping weight 6 oz.

7 B 862—Lovely Rayon Crepe. **\$1.69**

7 B 861—Luxurious Rayon Satin. **\$1.98**

For Larger Women

Glamorous slip with smooth moulded lines. Luxurious 2½-inch lace trims the gathered bodice, "V" front and back, adjustable straps. Made of French-type Rayon Crepe.

7 B 873—Color: Tearose. **Extra Large Sizes:** 42 to 52 bust. Length 44 inches. State color and size wanted. Ship. wt. 8 oz. **\$2.98**



Also
Multifilament
Crepe

A
\$2.98

B
\$2.79
UP

102 NATIONAL BELLAS HESS

Lace Top and Bottom

[A] Our better quality slip. Rich Rayon Satin with embroidered sweetheart bodice. "V" front and back; adjustable straps.

7 B 872—Tearose or White. **Sizes:** 32 to 40 bust. Length 42½ inches. State color and size. Ship. wt. 6 oz. **\$2.98**

Rayon Crepe or Satin

[B] Lavish lace trims shaped top and bottom of this midriff style slip. Adjustable straps. Tearose or White. **Sizes:** 32 to 40 bust. State color and size. Ship. wt. 6 oz.

7 B 834—Rich Rayon Satin. Length 42 in. **\$1.79**

7 B 880—Multi-filament Rayon Crepe. Length 43 in. **\$2.98**

Super-Smooth Fit

[C] "Kno-Rip-Seam" slip of lovely Rayon Crepe. Easy-action one-piece bias-cut with front panel insert and no side seams. Double top with diagonal seam across bust. Adjustable straps.

7 B 855—Tearose only. **Sizes:** 32 to 44 bust. Length 43 in. State size. Ship. wt. 6 oz. **\$1.79**

Gorgeous Lace Trim

[D] Wide flattering lace adds beauty to this bias-cut slip of Rayon Satin. Gathered bust sections. Adjustable straps.

7 B 857—Tearose or White. **Sizes:** 32 to 40 bust. State color and size. Length 42 inches. Ship. wt. 6 oz. **\$1.98**



C
\$1.79

D
\$1.98

LA MODISTE
"Kno-Rip-Seam"



Su-lette
REG. U.S. PAT. OFF.

Super Slip With
Stretch-To-Fit
"Lastex" Back
That Eliminates
Need For A Bra



IN REGULAR AND
SHORT LENGTHS

Multifilament
Rayon Satin

\$2.29



\$1.98
EACH

GLAMOROUS BUDGET RAYONS . . . CHOICE

Lace on Rayon Satin
Delicate lace trims both top
and bottom of this bias-cut
lustrous Rayon Satin.
Gathered and shaped bodice
with smoother bustline. "V"
front and back. Adjustable
straps. Very reason-
ably priced.
Colors: Tearose,
White. Sizes: 32 to
40. Length about 43 in.
State color and size when
shipped. Ship. wt. 6 oz. \$1.98

Black, Blue, Tearose
Tailored bias-cut slip. Gathered
bodice, double bust sections,
"V" front and back.
Adjustable straps. Black, Blue
or Tearose. Ship. wt. 6 oz.
French-type Rayon Crepe
7 B 864—Sizes: 32 to 40
bust. Length 42 inches. \$1.98
7 B 865—Sizes: 42 to 48
bust. Length 43 inches. \$2.39
Multifilament Rayon Satin
7 B 874—Sizes: 32 to 40
bust. Length 42 inches. \$1.98

Lovely Grecian Styling
A beautiful dress-up slip at a
thrifty low price! Made of lux-
urious Rayon Satin, trimmed
with rich embroidered sheer
Rayon Ninon top and bottom.
Gathered bust sections; "V"
front and back. Adjustable
shoulder straps. A glamor
buy at a budget price.
7 B 868—Tearose only. Sizes:
32 to 40 bust. Length about
43 inches. Be sure to state
size. Ship. wt. 6 oz. . . . \$1.98

Figure-flattering "Su-lette" in multifilament Rayon
Satin, bias-cut on princess lines. Features a bra top
for smooth, moulded lines and patented "Lastex"
back that fits skin-smooth — permits perfect free-
dom of motion. Adjustable straps. Colors: Tearose
or White. State color and size. Ship. wt. 6 oz.
7 B 866—Regular Length (43 inches). Sizes: 32 to
40 bust. . . . \$2.29
7 B 867—Short Length (41 inches). Sizes: 31 1/2 to
37 1/2 bust. . . . \$2.29



[E] Prettied with Lace
Bias-cut slip of firm Celanese*
Rayon, with "V" front and
back. Trimmed with dainty
lace. Softly gathered bust sec-
tions. Adjustable straps.
7 B 850—Tearose only. Sizes:
32 to 42 bust. Length about
42 inches. State size wanted.
Ship. wt. 6 oz. . . . \$1.19
*Reg. U.S. Pat. Off.

[F] Dainty Embroidery
Bias-cut tailored slip of dur-
able Rayon, trimmed with
dainty embroidery. "V" front
and back; double-fabric top.
Adjustable shoulder straps.
Color: Tearose only. State
size wanted. Ship. wt. 6 oz.
7 B 851—Sizes: 32 to 44 bust.
Length about 42 inches. \$1.59
7 B 852—Sizes: 46 to 52 bust.
Length about 44 inches. \$1.69

[G] Rayon Crepe or Satin
Smooth-fitting lace-trimmed,
bias-cut slip. Gathered, shaped
bodice. "V" front and back;
adjustable shoulder straps.
Colors: Tearose or White.
Length about 42 inches.
Sizes: 32 to 44 bust. State
color and size. Ship. wt. 6 oz.
7 B 853—Rayon Satin. \$1.59
7 B 854—Rayon Crepe. \$1.59

[H] Exquisite Cocktail Slip
Dress-up slip made of fine
Rayon Crepe, trimmed with
lace, top and bottom. Bias-cut
style, with softly gathered
bust sections; "V" front and
back; adjustable straps.
7 B 871—Colors: Tearose,
Blue or Black. Sizes: 32 to
40 bust. Length about 43 in.
State color, size. Ship. wt.
6 oz. . . . \$3.98



103

Flannelette Nightwear

COZY CHILL-CHASERS
FOR WOMEN AND GIRLS



Ruffles 'n'
Beading
Sizes 34 to 40

\$2.89

Soft... warm... wonderful... deep-napped Cotton Flannelette to keep you snug on frosty nights. Styled to be pretty as a glamor gown, with ruffle and beading trim from shoulder to waistline. Demure ruffle-edged Peter Pan collar; 3-button front; softly gathered bust section. Bias skirt with tie-back sash. Cuffed long sleeves. Double-stitched seams at shoulder and arm mean longer wear.

7 B 520—Tearose or Blue. Sizes: 34 to 40 bust. Length 55 in. State color and size. Ship. wt. 14 oz. \$2.89



\$2.89

\$2.19



FLEECEY GOWNS AND PAJAMAS

Dainty white eyelet trims the softly gathered yoke and Peter Pan collar on this Cotton Flannelette gown. Three-button front opening. Bias skirt with tie-back sash. Double-stitched shoulder and arm seams. 7 B 521—Blue or Tearose. Sizes: 34 to 40 bust. Length 55 inches. State color, size. Shipping weight 14 oz. \$2.89

Slimming stripes on a budget-priced Cotton Flannelette gown with piped collar, softly gathered yoke. Straight skirt; tie-back sash. Long sleeves. Double-stitched shoulder and arm seams. 7 B 522—Pink or Blue stripes on White. Sizes: 34 to 40 bust. Length 55 inches. State color, size. Ship. wt. 12 oz. \$2.19

It's smarter to be warm in cozy Cotton Flannelette pajamas. Fluffy white fringe trims rever collar and patch pocket. Double-stitched shoulder and arm seams. Long hemmed sleeves. Pants have hemmed front, elastic back. 7 B 618—Blue or Tearose. Sizes: 34 to 40 bust. State color, size. Shipping weight 14 oz. \$2.89

← GIRLS' PAJAMAS

Sizes 8 to 16

[A] Girls, on chilly nights you'll enjoy the cozy warmth of these comfy Cotton Flannelette pajamas. Smart "Butcher Boy" style with white piping on club collar and patch pocket. Softly gathered yoke. Double-stitched shoulder and arm seams. Long sleeves. Pants have hemmed front, elastic back.

7 B 616—Blue or Tearose. Girls' Sizes: 8 to 16. State color, size. Ship. wt. 12 oz. \$1.89

[B] Pretty Cotton Flannelette pajamas for warmth, wear and washability. White fringe trims the rever collar and patch pocket. Double-stitched shoulder and arm seams; long sleeves. Pants have hemmed front and elastic back.

7 B 617—Tearose or Blue. Girls' Sizes: 8 to 16. State color, size. Ship. wt. 12 oz. \$1.89

WOMEN'S GOWNS→

Regular and Extra Sizes

[C] Low priced for such sturdy values! Warm Cotton Flannelette gowns. "V" neck with 2-button opening. Braid-trimmed front yoke. Cuffed long sleeves. Color: Blue or Tearose. Length 52 inches. Ship. wt. 14 oz.

7 B 524—Regular Sizes: 34 to 40 bust. \$1.69
7 B 525—Extra Sizes: 42 to 48 bust. \$1.89

[D] Better quality Cotton Flannelette gown in pretty floral pattern. It features braid and hem-stitch trim. Round neck; 3-button opening, cuffed long sleeves. Colors: Rose or Blue print on White ground. Length 52 inches. Ship. wt. 14 oz.

7 B 526—Regular Sizes: 16 (34 to 36 bust): 17 (38 to 40). \$2.59
7 B 527—Extra Sizes: 19 (42 to 44 bust): 20 (46 to 48). \$2.79



CHOICE
\$1.89
EA.



\$2.59
UP



EXCITING RAYON GOWNS WITH REAL GLAMOR DETAIL

... of non-run, no-iron knit Jersey. "V" front, back; shoulders; cap sleeves; tie-back sash. Colors: Gay print on Blue. Length 53 in. Wt. 12 oz. Sizes: 16 (32 to 34 bust); 17 (36 to 38); and 18 (40 bust). \$1.89—Extra Sizes: 18 (42 bust); 19 (44 bust); and 20 (46).....\$2.19

Feminine flattery in every charming detail. Deep lace "V" front, shaped and gathered bodice, bias skirt. Cap sleeves; tie-back sash. "V" back. Colors: Blue, Opaline or Tearose. Sizes: 32 to 40 bust. Length about 55 in. Ship. wt. 10 oz. 7 B 533—Rayon Satin....\$2.98 7 B 537—Rayon Crepe....\$2.98

Gorgeous Grecian style gown of luxurious sheer Rayon Ninon... so feminine and lovely. Shoulder straps 1½ inches wide; lacy trim around the top. "V" back. 7 B 518—Black, Tearose or Blue. Sizes: 32 to 40 bust. Length about 54 inches. State color and size wanted. Ship. wt. 6 oz. \$3.49

Lacy straps, surprise bodice front, lace front midriff. Length 54 inches. 7 B 526—French-type Rayon Crepe, Tearose, Blue, Black. Sizes: 32 to 40 bust. Ship. wt. 8 oz. \$3.79 7 B 529—Extra Sizes: 42 to 46. Colors above. Ship. wt. 10 oz. \$4.49 7 B 530—Rayon Satin. Tearose or White. 32 to 40 bust. Wt. 10 oz. \$3.79



\$279

\$189

← Comfy "Butcher Boys"

For Women and Girls
Everybody's favorite — "Butcher Boy" pajamas — for comfort and long, satisfactory wear. Smartly styled in gay prints on fine washable Percale. Colors: Floral prints on Rose or Blue ground.

[E] Women's Sizes
7 B 620—34 to 40 bust. In fine quality Percale. White eyelet trim on square neck, patch pocket. Five-button front; waistband on trousers. Ship. wt. 12 oz....\$2.79

[F] Girls' Sizes
7 B 619—Sizes: 8 to 16. Ric-rac on the revers and patch pocket. Trousers have hemmed front and elastic back. State color and size. Ship. wt. 10 oz.\$1.89

[G] Prints or Solids →

Wonderful "Windsor Washanredy" Cotton Crinkle Crepe gowns... never need ironing. Square neck, tiny cap sleeves, gathered bodice.

7 B 535—Softly shirred floral print bias cut gown. Colors: Tearose or Blue. Sizes: 16 (to fit 32 to 34 bust); or 17 (36 to 38). About 52 inches long. State color and size. Ship. wt. 12 oz.\$2.49

7 B 532—Solid color gown. (Not illustrated.) Colors: Tearose or Blue. Sizes: 16 (32 to 34 bust); 17 (36 to 38). About 54 in. long. State color and size. Ship. wt. 12 oz. \$2.29

7 B 536—Extra Sizes: 42 to 48 bust. (Not illustrated.) Contrast ribbon is threaded through trim. Colors: Tearose or Blue. State color and size. Ship. wt. 14 oz. \$2.49

[H] Eyelet Printed Batiste

Picture-pretty, soft and lovely Cotton Batiste gown with eyelet-trimmed sweetheart neckline. "V" back. Softly gathered bodice; tiny cap sleeves; tie-back sash.

7 B 531—Tearose only. Sizes: 32 to 38 bust. About 52 inches long. State size. Ship. wt. 8 oz.\$2.89

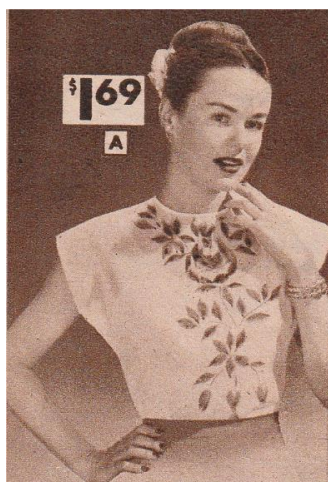


Extra Sizes, Too

\$229

\$289

105



\$1.69
A



\$1.69
B

[A] Hand-Painted Poncho

More than a dickey — and worn as a blouse. Lovely, sheer Rayon poncho with hand-painted floral design, unusually low priced for this quality. Wear it with suits, 2-piece dresses. Sweet round neckline, side ties. Fits all sizes.
8 B 1052—White with gay floral design. Ship. wt. 6 oz. \$1.69

[B] Eyelet-Prettied Blouse

So pretty to look at — so simple, to launder. Our Cotton Batiste blouse with fine embroidered eyelet trim. Narrow lace borders the round neckline and sleeves. Adjustable Shirred elastic back.
8 B 1055—White only. One Size; fits 32 to 38 in. bust. Ship. wt. 6 oz. \$1.69



Sheer
Rayon

FRILLY NECKWEAR ADDS THAT FEMININE TOUCH

Dainty Eyelet Set

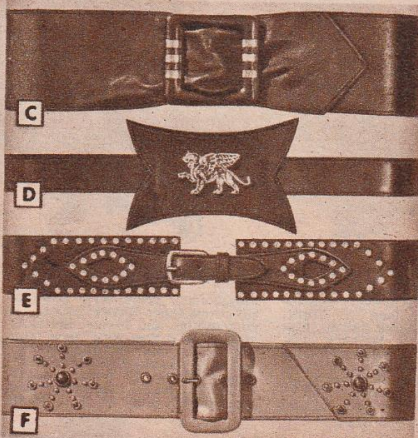
Pretty, feminine V neck collar and cuff set. Sheer Rayon edged with lace — eyelet-embroidered floral design. Hand washable.
8 B 1057—White only. 26-inch neckline, 8-inch cuffs. Ship. wt. 4 oz. Set, 69c

Ruffled Dickey

Spruce up your suit or dress with this crispy, sheer Orgay collar. Dainty eyelet-edged ruffle with small lace insert. Flattering V neckline. Hand washable.
8 B 1056—White only. Fits 28-inch neckline. Ship. wt. 4 oz. 89c

Lace-and-Pique Dickey

Beautifully made Cotton Pique dickey with Cotton mesh back; side ties for better fit. Dainty lace insert, lace-edged bow. Easy to wear and iron.
8 B 1058—White only. Length 16½ inches. Ship. wt. 5 oz. 98c

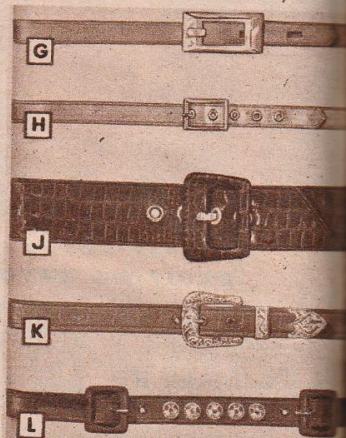


[C] Capeskin-Grained Leather. A beautiful wide gnostic leather belt, ¾ in. wide; pull front. Self-covered buckle with three gold color metal ornaments on each side. Black, Brown, Red.
8 B 1059—Sizes: 24 to 32 waist. State color, size. Shipping weight 6 oz. \$1.98

[D] Morocco-Grain Leather. Genuine leather belt with adjustable back buckle 1½ in. wide. Simulated leather lining. Gold color metal ornament in front. Black, Turf Tan, Red or Kelly Green.
8 B 1066—Sizes: 24 to 32 waist. State color and size. Ship. wt. 6 oz. \$1.39

[E] Calfgain Leather. Nailhead-studded genuine leather belt 2 in. wide. Leather lined.
8 B 1065—Black, Brown or Red. Sizes: 24 to 32 waist. State color, size. Wt. 6 oz. \$1.98

[F] Rich Plastic Calf. Dressy wide belt of durable Plastic Calf, 2½ in. wide. Adjustable. Nailhead clusters with "jeweled" center.
8 B 1063—Black, Red, Turf Tan, Navy Blue or White. 24 to 40 waist. Wt. 5 oz. \$1.00



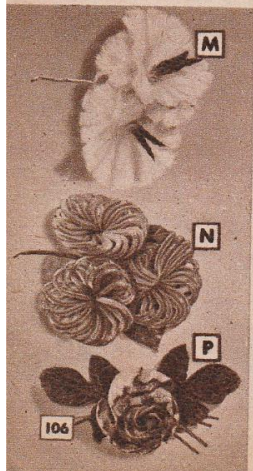
[G] Genuine Suede Leather, lined with simulated leather; ¾ in. wide. Gold color metal buckle.
8 B 1064—Black, Brown, Red or Kelly Green. Sizes: 24 to 32 waist. Ship. wt. 4 oz. \$1.98

[H] Gold or Silver Color Leather. Genuine leather belt, ¾ in. wide. metal buckle.
8 B 1072—Gold or Silver color. Sizes: 26 to 32 waist. Ship. wt. 4 oz. \$1.98

[J] Alligator-Grain Plastic. Long-wearing belt, 1 in. wide. Gold color metal holes. Novel covered buckle.
8 B 1062—Black, Brown, Red or Kelly Green. Sizes: 24 to 40 waist. Ship. wt. 5 oz. 79c

[K] Embossed gold color metal tab, tip and buckle.
8 B 1061—Red, Black or Brown. Sizes: 24 to 40 waist. Ship. wt. 5 oz. 59c

[L] Morocco-Grain Simulated Leather. Double buckle belt, ¾ in. wide. Gold color nailhead clusters.
8 B 1060—Black, Brown, Navy Blue or Red. Sizes: 24 to 40 waist. Ship. wt. 5 oz. 39c



M

N

P

106

GAY FLOWERS

For Your Hair or Lapel

[M] Double Feathers

Soft, fluffy double feathers with contrasting center. Well made.
8 B 1069—Black, Natural Tan, Melon, White, Pink or Copen Blue. Size: 6 in. State color. Ship. wt. 4 oz. 29c

[N] Rich Chenille

Pretty three-looped flower-effect of rich Chenille with silvery tinsel on edges. Two leaves.
8 B 1067—American Beauty, Rose, White, Copen Blue. Size: 6 in. State color. Ship. wt. 4 oz. 45c

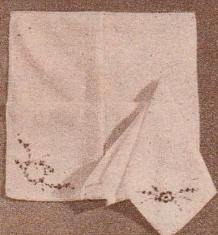
[P] Beautiful Rose

Starched Cotton Rose with silver-like tinsel. Double velvet-like leaves.
8 B 1068—American Beauty, Rose, White, Copen Blue. Size: 7 in. Ship. wt. 4 oz. 29c



Colorful Prints

Pretty hankies of washable Cotton. Ship. wt. 3 oz. for 6.
8 B 1039—12 in. sq. Assorted florals. Hemmed. 6 for 55c
8 B 1003—13 in. sq. Assorted florals. Strong hems. 6 for 75c
8 B 1071—13 in. sq. Fine Lawn. Assort. Purled hem. 6 for 95c



Bright Embroidery

Snowy White Cotton handkerchiefs with bright colored embroidery trim in one corner. Hem-stitched edges. They make welcome gifts too.
8 B 1070—Size: 12 in. sq. Ship. wt. 6 for 69c



Thrifty White Hank

Look at our bargain for these serviceable White Cotton handkerchiefs. They wash and are beautifully. Neatly stitched.
8 B 1001—Size: 12 in. square. Ship. wt. 3 oz. for 6. 6 for 49c

LOVELY COTTON HANDKERCHIEFS

Matching Priscillas and Tailored Pairs

IN CRISP WHITE COTTON MARQUSETTE

... can make your home lovelier, more inviting these dainty-looking and long-wearing curtains of Cotton Marquisette. So thriftily priced, too! choice of the graceful ruffled Priscillas or the simply simple tailored style. **Color:** Snowy White and washable with care. Shipping weight 5 oz.

Choice
\$1.00
PAIR

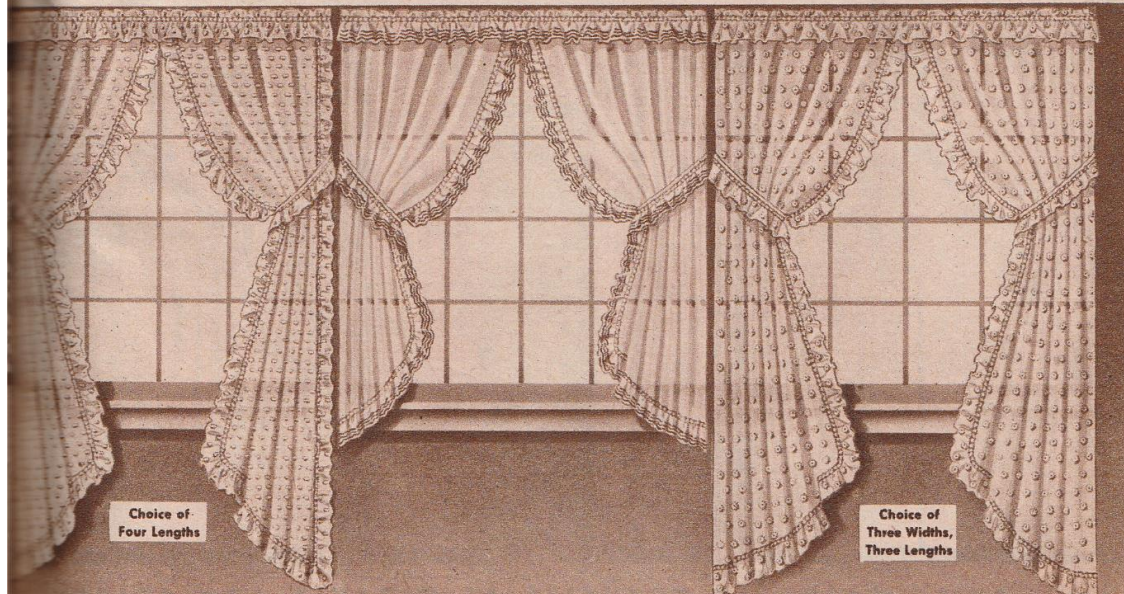
37 B 1467—Priscilla Curtain—3-inch ruffle. Complete with tie-backs. Size: Each side 23 in. wide, 78 in. long, making pair 46 in. wide. **Pair, \$1.00**
37 B 1468—Tailored Pairs to use in any room in your house. Size: Each side 30 in. wide, 75 in. long, making pair 60 in. wide. **Pair, \$1.00**

IN GAY FLOWERED COTTON MARQUSETTE

Cotton Marquisette in gay floral prints on White ground ... so cheery and charming for dinette, bedroom or kitchen. Top is hemmed and headed all ready to hang. Keyed to your decorating scheme in tailored simplicity or ruffled Priscillas. Priscilla-type has 3-inch frilly self-material ruffle. They wear beautifully and are hand-washable ... with reasonable care of course. Shipping weight 5 oz.

Choice
\$1.14
PAIR

37 B 1465—Priscilla Curtain—3-inch ruffles. Tie-backs included. Size: Each side 23 in. wide, 78 in. long, making pair 46 in. wide. **Pair, \$1.14**
37 B 1466—Tailored Pairs. Size: Each side 30 in. wide, 78 in. long, making pair 60 in. wide. **Pair, \$1.14**



FRESHEN YOUR WINDOWS WITH COTTON MARQUSETTE PRISCILLAS

Sprinkled with Pebble Dots

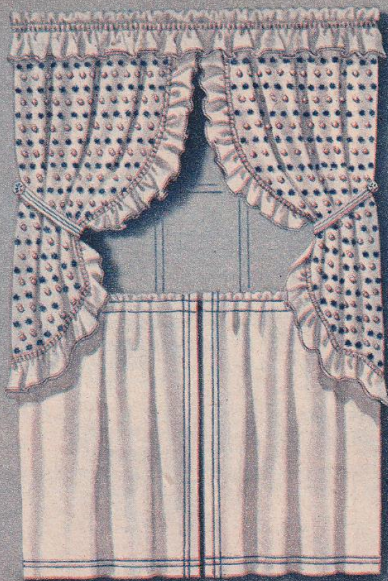
Crisp white Cotton Marquisette with pebbled dots; 2½-in. ruffle. Tie-backs. Washable. **\$1.89** **Pr. Up**
37 B 1464—Size: Each side 38 in. long, 78 in. long. Ship. wt. 7 oz. **Pair, \$1.89**
37 B 1465—Size: Each side 38 in. wide, 63 in. long. Ship. wt. 8 oz. **Pair, \$1.98**
37 B 1466—Size: Each side 38 in. wide, 78 in. long. Ship. wt. 9 oz. **Pair, \$2.39**
37 B 1467—Size: Each side 38 in. wide, 90 in. long. Ship. wt. 10 oz. **Pair, \$2.69**

Ric-Rac Trimmed Shortie

Crisp shorty Priscilla curtains make such a pretty frame for kitchen, dinette or bathroom windows. Fluffy 3-inch ruffle is trimmed with ric-rac. Made of Cotton Marquisette. Tie-backs included. Washable with care. **\$1.29** **PR.**
37 B 1473—White. Each side 24 in. wide, 54 in. long, making pair 48 in. wide. Ship. wt. 5 oz. **Pair, \$1.29**

Dainty Fluffy Ruffles

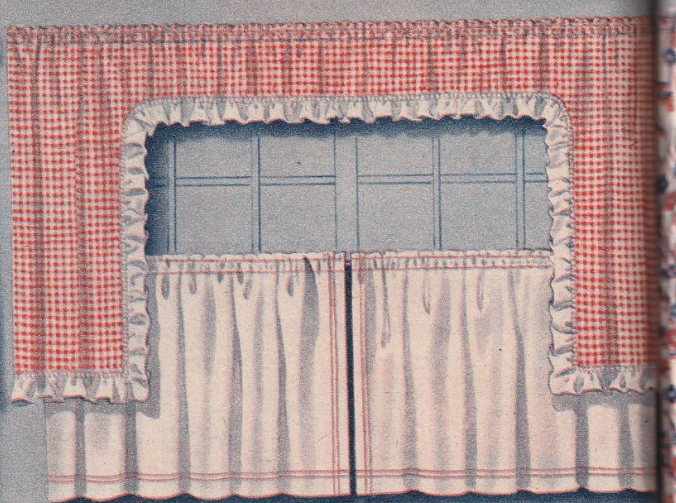
Cushion dot White Cotton Marquisette. Tie backs. Hand washable. **\$1.09** **Pr. Up**
37 B 1469—With 3-in. ruffle. Size: Each side 24 in. wide, 54 in. long. Ship. wt. 5 oz. **Pair, \$1.09**
37 B 1470—With 3-in. ruffle. Size: Each side 24 in. wide, 78 in. long. Ship. wt. 6 oz. **Pair, \$1.44**
37 B 1471—With 4-in. ruffle. Size: Each side 40 in. wide, 78 in. long. Ship. wt. 8 oz. **Pair, \$2.19**
37 B 1472—With 5-in. ruffle. Each side 44 in. wide, 90 in. long. Wt. 10 oz. **Pr. \$3.19** **107**



Colorful Cushion Dot Marquisette

Attractive cottage set to transform your kitchen or dinette windows. Fine quality Cotton Marquisette with fluffy cushion dots. Full ruffles and neat tie-backs. Hemmed, headed, ready to hang. Washable with care. **37 B 1482**—Blue-and-White; Red-and-White; or Green-and-White alternating dots. Size: Top: Each side 24 inches wide, 43 inches long. Sash: Each side 23 inches wide, 35 inches long. State color wanted when ordering. Shipping weight 5 oz. Set, **\$1.39**

\$1.39
SET



FOR DOUBLE OR SINGLE WINDOWS

Splendid Values in Checked Voile

A refreshing addition to your rooms and a splendid value. Dutch style curtain of fine quality Cotton Voile in color-bright gingham-type checks. Fits either double or single windows (total width 74 inches). Needs only one rod. This attractive curtain set will add life to any room. Washable with care. **37 B 1481**—Red or Blue checks on White. Size: Top: Each side 18 in. wide, 54 in. long. Valance measures 38 in. making pair 74 in. wide across the top. Sash: Each side 26 in. wide; 35 in. long. State color. Ship. wt. 15 oz. Set, **\$1.89**

\$1.89
SET

10¢
PR.

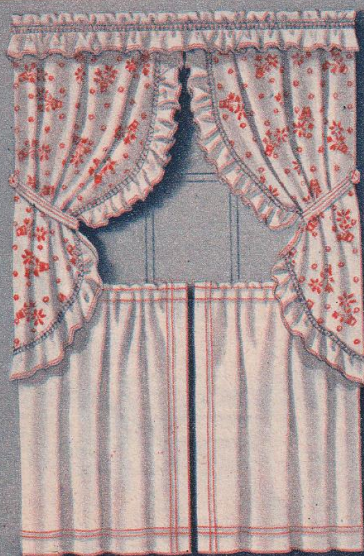


Gay Windmill Tie-Back Pins

Pretty pin-type curtain holders in Dutch design. Sturdy Plastic-and-Metal.

37 B 1607—Red, Blue or Green design. 1 1/2 in. diam. State color. Ship. wt. 1 oz. Pr. 10¢

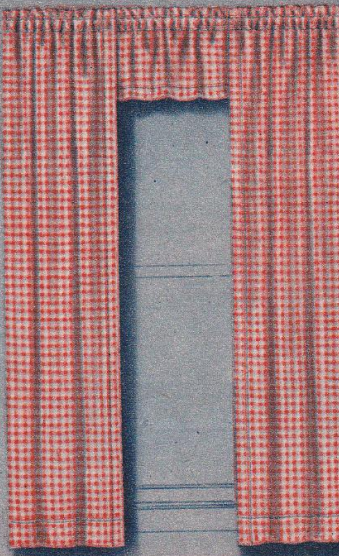
SHEER COTTAGE SETS TO CHARM YOUR KITCHEN



Dainty Flocked Voile Floral

Styled for window charm and priced for economy. Cottage set of good quality Cotton Voile, hemmed, headed, ready for hanging. Tie-backs are included. Washable with care. **37 B 1483**—Red, Blue or Green on White. Size: Top: Each side 21 in. wide, 43 in. long. Sash: Each side, 22 in. wide, 35 in. long. State color. Ship. wt. 7 oz. Set, **\$1.19**

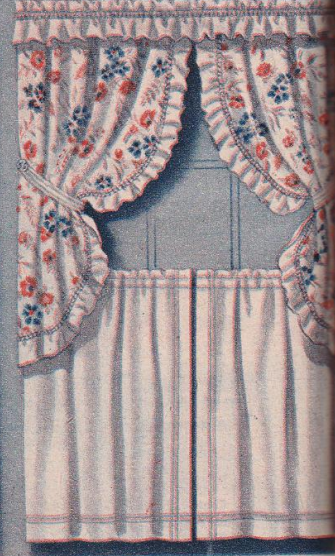
\$1.19
SET



Darling Dutch Style . . . Super Buy

Put new sparkle into your kitchen or living room with this bright, cheerful Dutch style curtain. Good quality Cotton Voile in gingham-type checks. Needs only one rod. Priced extra low so your windows need not go bare while one set is being laundered. Washable with care. **37 B 1486**—Red or Blue checks on White. Size: Top: Each side 24 in. wide, 72 in. long, with a 19-inch valance, making pair 67 inches across top. State color. Ship. wt. 5 oz. Set, **\$1.00**

\$1.00
SET

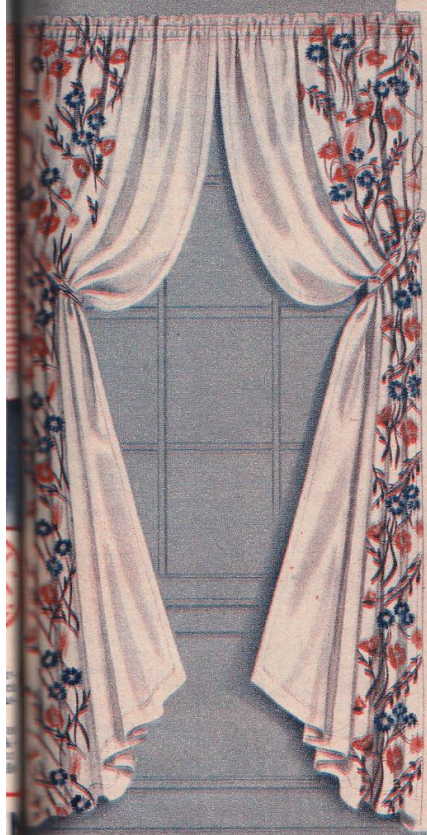


Floral Marquisette

For brighter, cheerier rooms . . . this pretty cottage set of fresh blossom prints on good quality Cotton Marquisette. Economy priced, but made as carefully as more expensive curtains. You'll love their gay good looks. 3-inch ruffles; tie-backs. Washable with care. **37 B 1479**—Colorful florals on White ground. Size: Top: Each side 23 in. wide, 43 in. long. Sash: Each side 20 in. wide, 45 in. long. State color. Ship. wt. 5 oz. Set, **98¢**

98¢

106 NATIONAL BELLAS HESS



**Two-Tone Swagger
in Cotton Marquisette**

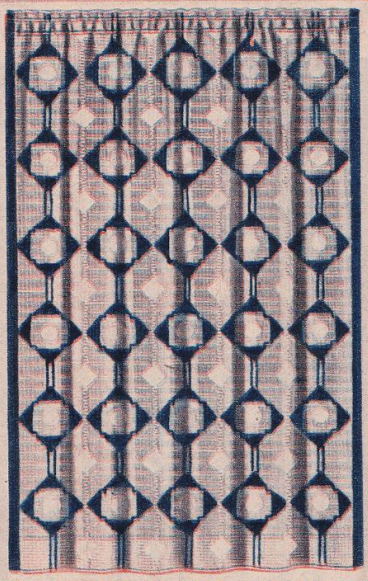
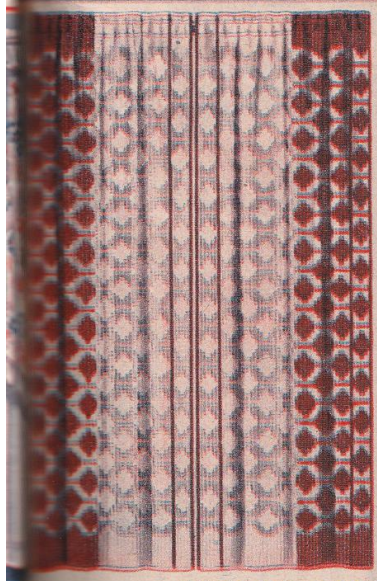
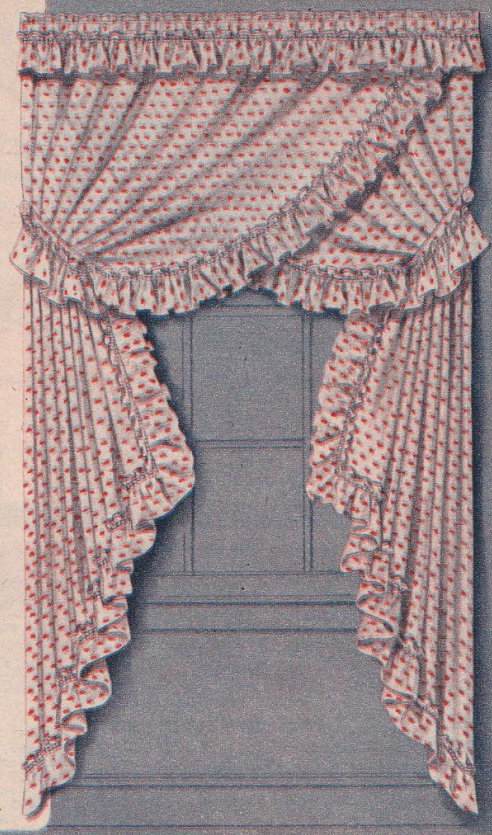
← **\$179**
PR.

For striking elegance and beauty — this distinctive two-tone swagger curtain in fine Cotton Marquisette. What a lovely way to frame your windows! Attractive White-and-print combination. Hemmed and headed. Tie-backs. Washable with care. **37 B 1484**—White with colorful print. Size: Each Side 37 in. wide, and 81 in. long. Ship. wt. 6 oz. . . . Pair, \$1.79

**Ruffly Priscillas
in Three Sizes**

\$189 →
PR. UP

Extra fine quality pebble dot Cotton Marquisette Priscillas with a baby headed ruffle. Hemmed and headed. Tie-backs included. Washable. Colors: Rose, Blue or Green dots on matching ground. State color. **37 B 1504**—Size: Each Side: 30 in. wide and 63 in. long; with 4-in. ruffle. Ship. wt. 6 oz. . . . Pair, \$1.89 **37 B 1505**—Size: Each Side: 34 in. wide and 78 in. long; with 4½-inch ruffle. Ship. wt. 9 oz. . . . Pair, \$2.39 **37 B 1506**—Size: Each Side: 38 in. wide and 81 in. long; with 6-in. ruffle. Ship. wt. 12 oz. . . . Pair, \$3.19



LACY-KNIT CURTAINS FOR SPARKLING WINDOW FLATTERY

Charming Two-Tone Design

Of Cotton-and-Rayon yarns (80% Cotton, 25% Rayon) in a charming two-tone pattern. Makes a handsome tailored curtain. Hemmed and headed, all ready to hang. We recommend dry cleaning. **37 B 1488**—Colors: Blue, Burgundy or combinations. Size: Each Side: 33 in. wide and 78 inches long. State color when ordering. Ship. wt. 14 oz. . . . Pair, \$1.69

Delightful "Evening Star" Pattern

Rich-looking, lacy. Knit of 80% Rayon and 20% Cotton. All hemmed and headed. Dry clean. Colors: Wine, Blue or Green, each with Eggshell. **Panel Size:** 33 in. wide, 81 in. long. State color. **37 B 1515**—Single Panel. Ship. wt. 10 oz. . . . \$1.49 **37 B 1516**—Pair. State color. Ship. wt. 1 lb. 4 oz. . . . \$2.89

Panel
\$149
EA.

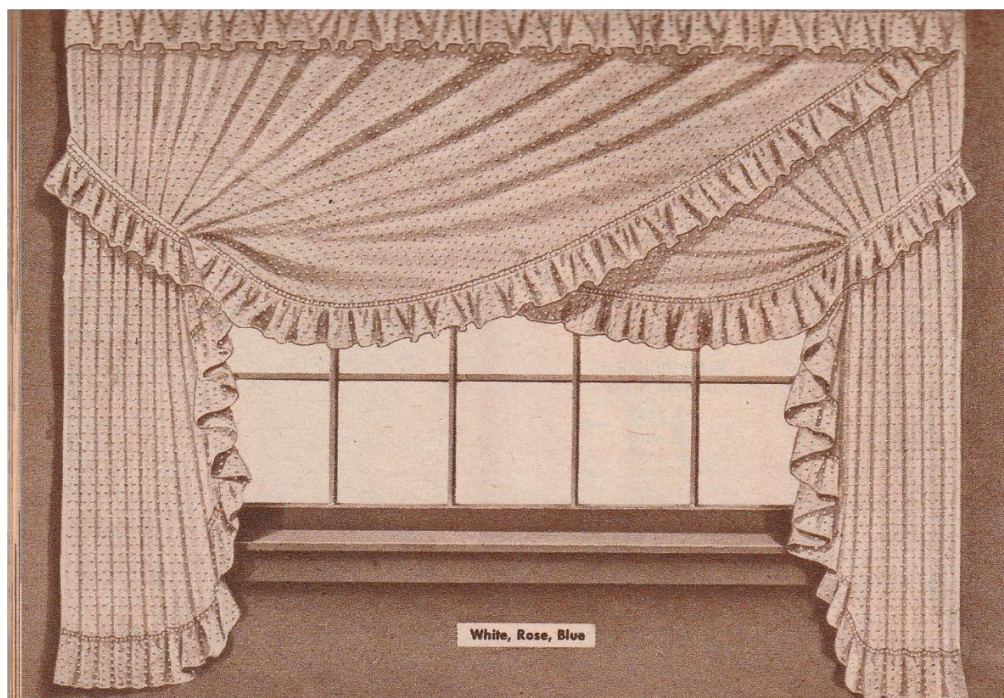
Pairs
\$289
PR.

Gay Novelty Stripe Effect

Of 75% Cotton, 25% Rayon. Hemmed and headed. Dry clean. Colors: Eggshell with Wine, Blue or Green. **Panel Size:** 33 in. wide, 78 in. long. **37 B 1489**—Single Panel. Ship. wt. 9 oz. . . . \$1.25 **37 B 1490**—Pair. Ship. wt. 1 lb. 2 oz. . . . \$2.38

Panel
\$125
EA.

Pairs
\$238
PR.



White, Rose, Blue

RUFFLED PIN-DOT PRISCILLAS . . . IN SIZES FOR EVERY WINDOW

Fine quality pin-dot Cotton Marquisette, made up into ruffy Priscilla curtains in sizes to fit every window. They're so crisp and pretty — they really perk up any room! Your choice of snowy white or luscious pastels. Tie-backs are included. Washable with care. Colors: White, Blue or Rose. State color wanted when ordering.

37 B 1507—Size: Each side 23 in. wide, 54 in. long; 3-inch ruffle. Ship. wt. 5 oz. . . . Pair, \$1.14
 37 B 1508—Size: Each side 23 in. wide, 78 in. long; 3-inch ruffle. Ship. wt. 6 oz. . . . Pair, \$1.39
 37 B 1509—Size: Each side 34 in. wide, 78 in. long; 5-inch ruffle. Ship. wt. 7 oz. . . . Pair, \$1.98
 37 B 1510—Size: Each side 38 in. wide, 90 in. long; 5-inch ruffle. Ship. wt. 8 oz. . . . Pair, \$2.49
 37 B 1511—Size: Each side 64 in. wide, 90 in. long; 6-inch ruffle. Ship. wt. 12 oz. . . . Pair, \$4.69

\$14
 PAIR
 AND UP

FIVE SIZES

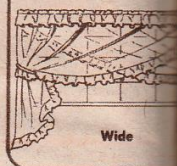
What's your window problem? These sheer Priscilla curtains will solve it in a flash! They come in sizes to fit any window. Are your windows long and narrow? Long and wide? Short and narrow? Are they square or just average size? Then here's the perfect window dress — in just the size you need — and at no extra cost.



Narrow



Medium



Wide



SELF-PLEATED CUFF-TOP

Lovely Cotton Lace panel with the new Plymouth top that hides the rod and makes an ornamental edging across the top of your window. Self-pleating — hangs in uniform pleats. Attractive floral border-effect. Washable; keeps its good looks.

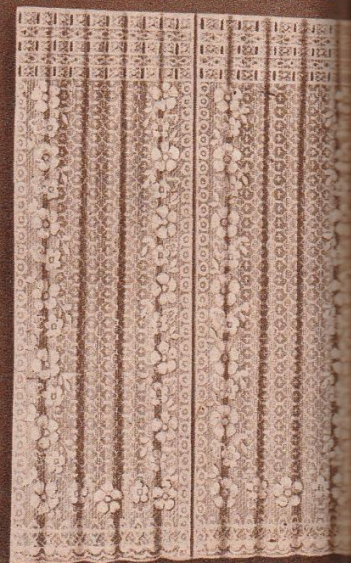
37 B 1512—Ecru. Panel Size: 50 in. wide, 81 in. long. Ship. wt. 6 oz. Panel, \$1.89

110 NATIONAL BELLAS HESS

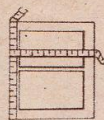


PLYMOUTH "ADJUSTA-NET"-TOP CURTAINS IN BEAUTIFUL LACE

Famous "Adjusta-Net" Cotton Lace curtains — can be hung in three different lengths. Tops are made with three rows of eyelets — slide rod through the row that provides the length you want. Self-pleating; floral border-effect. Washable.
 37 B 1514—Ecru only. Size: Each side 36 in. wide, 81 in. long. Shipping weight pair 12 oz. . . . Pair, \$2.49



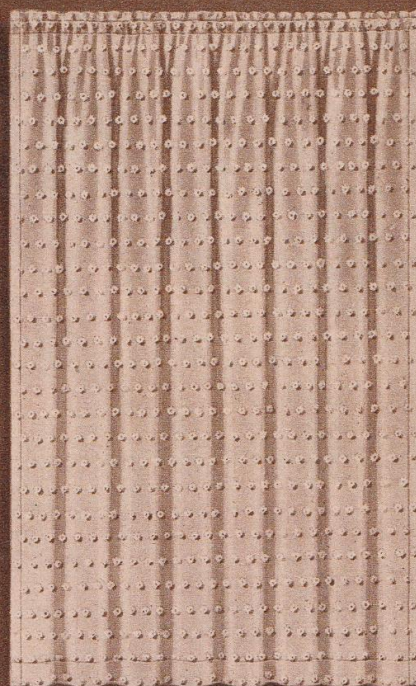
Luxurious-looking ready-to-hang curtains in good quality Cotton Lace made with the "Adjusta-Net"-top. You can adjust the to the proper length for your window. Attractive floral border-effect. Pleats hang evenly. Washable; stay fresh and bright.
 37 B 1513—Ecru only. Size: Each side 36 in. wide, 78 in. long. Shipping weight pair 10 oz. . . . Pair, \$2.19



Measure your window before you order so that your curtains will fit properly and hang gracefully.

Measure width and allow 1 1/2 to 2 times width of window to get proper fullness.

Measure length curtain can hang
(1) to the window sill,
(2) below the apron of window, or
(3) to the floor.
All three ways are equally correct.

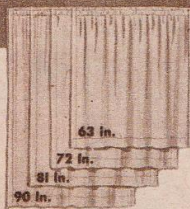


PIN-DOT PANELS IN 4 SIZES . . . GRAND VALUE!

Anty pin-dot Cotton Marquisette panels with 1-inch side hems, 3-inch bottom hems. Washable with care. White only.

79¢ UP
Each Panel

37 B 1498—Size: 38 in. wide, 63 in. long. Shipping weight 7 oz. Each panel, 79¢
37 B 1499—Size: 38 in. wide, 72 in. long. Shipping weight 8 oz. Each panel, 89¢
37 B 1500—Size: 38 in. wide, 81 in. long. Shipping weight 9 oz. Each panel, 98¢
37 B 1501—Size: 38 in. wide, 90 in. long. Shipping weight 10 oz. Each panel, \$1.09



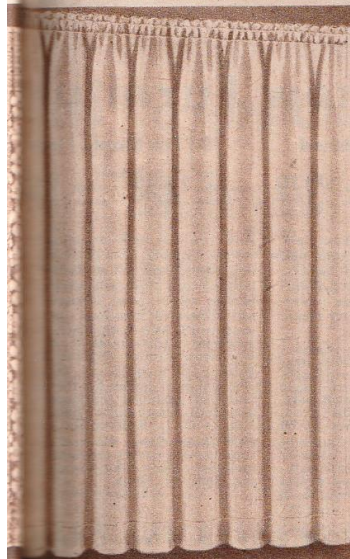
FOUR PANEL LENGTHS TO CHOOSE FROM

CUSHION-DOT MARQUSETTE . . . 4 SIZES

Fine Cotton Marquisette panels with cushion dots. 1-inch side hems, 3-inch bottom hems. Washable with care. White only.

89¢ UP
Each Panel

37 B 1494—Size: 44 in. wide, 63 in. long. Shipping weight 8 oz. Each panel, 89¢
37 B 1495—Size: 44 in. wide, 72 in. long. Shipping weight 9 oz. Each panel, 98¢
37 B 1496—Size: 44 in. wide, 81 in. long. Shipping weight 10 oz. Each panel, \$1.19
37 B 1497—Size: 44 in. wide, 90 in. long. Shipping weight 11 oz. Each panel, \$1.29



MISTY SHEER MARQUSETTES . . . YOUR CHOICE OF LENGTHS

Lovely Rayon Marquisette \$1.05 UP
Each Panel

Headed; hemmed, headed panels. Color: Eggshell. Light Ecru or beige. State color.

37 B 1517—Size: 42 inches wide, 63 inches long. Shipping wt. 5 oz. Each panel, \$1.05
37 B 1518—Size: 42 inches wide, 72 inches long. Shipping wt. 6 oz. Each panel, \$1.15
37 B 1519—Size: 42 inches wide, 81 inches long. Shipping wt. 7 oz. Each panel, \$1.25
37 B 1520—42 x 90 in. Ship. wt. 8 oz. Ea. \$1.35

Woven Madras Pattern \$1.79 UP
Panel

Attractive Madras pattern on fine quality Cotton Marquisette. Washable. One-inch side hems, 2-in. bottom hems. White only.

37 B 1491—Size: 37 inches wide, 63 inches long. Ship. wt. 8 oz. Each panel, \$1.79
37 B 1492—Size: 37 inches wide, 78 inches long. Ship. wt. 10 oz. Each panel, \$2.19
37 B 1493—Size: 37 inches wide, 90 inches long. Ship. wt. 12 oz. Each panel, \$2.39

Flocked Rayon Marquisette \$1.79 UP
Panel

Headed; 1-in. side hem; 3-in. bottom hem. Dry clean. Color: Eggshell.

37 B 1521—Size: 42 inches wide, 63 inches long. Ship. wt. 8 oz. Each panel, \$1.79
37 B 1522—Size: 42 inches wide, 72 inches long. Ship. wt. 9 oz. Each panel, \$1.89
37 B 1523—Size: 42 inches wide, 78 inches long. Ship. wt. 10 oz. Each panel, \$1.98
37 B 1524—Size: 42 inches wide, 87 inches long. Ship. wt. 11 oz. Each panel, \$2.08



BRIGHTEN YOUR
MAPLE FURNITURE

Knit Covers Protect and Renew Furniture

[A] "National Belle" Quality

Sofa Covers **\$12.69** Set
Chair Covers **\$6.98** Set

Bright, luxurious slip covers that will transform a shabby living room set. Expertly tailored of fine quality closely knit Cotton, with drawstrings underneath for secure fit. Dry clean. Colors: Wine, Blue or Natural, with floral design.

37 B 1002—Sofa Covers. Styles 1 and 4. Fit sofa 66 to 80 inches long. Three separate cushion covers (cushions not included). State style number, color, sofa width at widest part. Ship. wt. 4 lbs. 4-piece Set, \$12.69

37 B 1052—Chair Covers. Choice of Styles 2, 3, 5 and 6. Separate cushion cover (cushion not included). Read "How to Measure" below. State style number and color. Ship. wt. 2 lbs. 4 oz. 2-piece Set, \$6.98

[B] "Superba" Quality

Sofa Covers **\$7.98** Set
Chair Covers **\$4.49** Set

Give your living room that smart decorator-styled look for little money. These refreshing firmly knit slip covers of fine, durable Cotton will s-t-r-e-t-c-h to fit perfectly. Drawstrings underneath. Dry clean. Colors: Wine or Blue.

37 B 1001—Sofa Covers. Styles 1 and 4. Fit sofa 66 to 80 inches long. Three separate cushion covers (cushions not included). State style number, color, sofa width at widest part. Ship. wt. 3 lbs. 6 oz. 4-piece Set, \$7.98

37 B 1051—Chair Covers. Choice of Styles 2, 3, 5 and 6. Separate cushion cover (cushion not included). State style number; color. Ship. wt. 2 lbs. 2-piece Set, \$4.49

[C] Thrift-Priced

Sofa Covers **\$6.79** Set
Chair Covers **\$3.79** Set

Thrifty way to protect your new furniture or smarten up your old. Attractive slip covers of sturdy, closely knit Cotton in a rich sculptured pattern. Drawstrings underneath assure smooth fit. Dry clean. Colors: Wine or Blue.

37 B 1000—Sofa Covers. Styles 1 and 4. Fit sofa 66 to 80 inches long. Three separate cushion covers (cushions not included). State style number, sofa width at widest part, color wanted. Ship. wt. 2 lbs. 15 oz. 4-piece Set, \$6.79

37 B 1050—Chair Covers. Choice of Styles 2, 3, 5 and 6. Read "How to Measure" below. State style number; color wanted. Shipping weight 1 lb. 15 oz. 2-piece Set, \$3.79

[D] For Maple Pieces

Sofa Covers **\$4.59** Set
Chair Covers **\$1.59** Set

Now you can have charming slip covers for your hard-to-fit maple furniture. These are of elastic-knit Cotton that will stretch to perfect smoothness. Designed an attractive two-tone pattern that you'll find both bright and practical—it's slow to show soot. Dry clean. Colors: Wine or Blue.

37 B 1059—Sofa Covers. Consists of 6 separate covers for the back and seat cushions (cushions included). State color. Ship. wt. 1 lb. 14 oz. 6-piece Set, \$4.59

37 B 1058—Chair Covers. Separate cushion covers (cushions included). State color when ordering. Ship. wt. 10 oz. 2-piece Set, \$1.59



How to Measure Your Sofa or Chair.

Measure across outside back at widest point (do not include arms or wings). Select style pictured here that has the same measurements and most resembles your sofa or chair. (T-cushion covers won't fit straight cushions.) State style number, color, and width of chair and sofa.

112

HOW TO ORDER SLIP COVERS FOR SOFAS AND CHAIRS

To fit sofas 66 to 80 inches across widest part of back



T-CUSHION ORDER
Style 1



STRAIGHT CUSHION ORDER
Style 4

To fit wing chairs 23 to 28 in. across back (not incl. wings)



T-CUSHION ORDER
Style 2



STRAIGHT CUSHION ORDER
Style 5

To fit T-Cushion chairs 28 to 33 in.



ORDER STYLE
3



ORDER STYLE
6

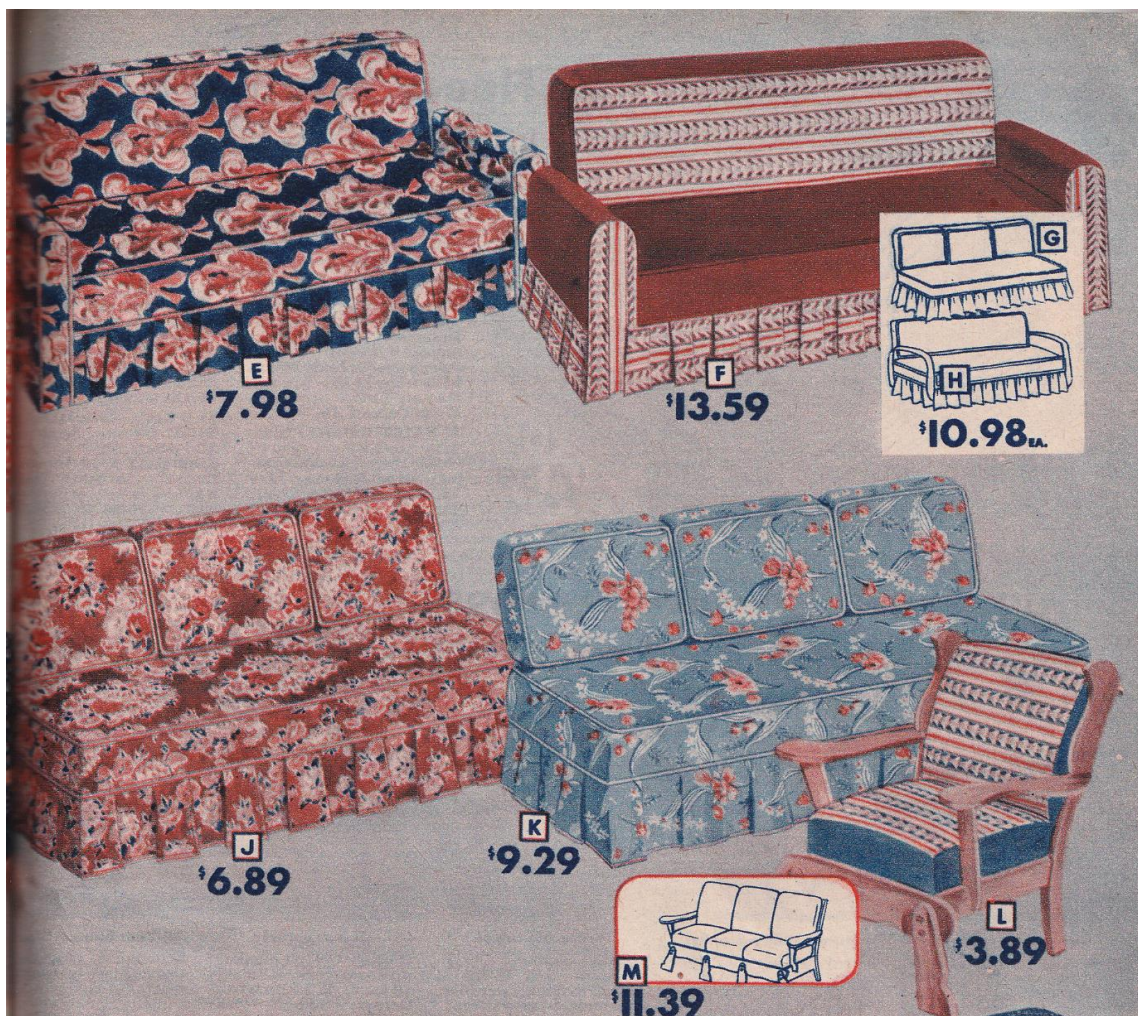
To fit straight-cushion chairs 28 to 33 in.



ORDER STYLE
6



ORDER STYLE
6



Gay Covers Charm Your Home

Gay Floral Pattern
Protect your new Daveno bed or make the old one look new and inviting again. Exceptionally well made, well fitting cover of fine quality cretonne in gay floral print. Strong cord welting. Dry clean.

37 B 1064—Floral print, with Blue, Wine or Green predominating. Fits sofa-bed 84 inches long, 48 in. wide. Arms, 32 in. long, 24 in. high. State color. Ship. wt. 2 lbs. 4 oz. . . . \$7.98

Our Best Quality
These attractive covers that will give years of service, fit like "custom-mades." Heavy, durable quality Cotton Twill in smart solid colors with back and skirt in gaily printed leaf and stripe pattern. Sturdy cord welting reinforces seams. Full box pleats on three sides. Expertly constructed in 3 different types—Daveno with arms, Daveno without arms, and studio couch. Dry cleanable. Colors: Print-and-solid, with Blue, Blue or Green predominating. State color when wanted.

37 B 1063—For Daveno with arms. Size: Fits couch 84 inches long, including arms; 44 inches wide when open. Arms, 23 inches high. Ship. wt. 4 lbs. 8 oz. . . . \$13.59

37 B 1062—For Daveno without arms. Size: Fits couch 75 inches long, 44 inches wide when open. Ship. wt. 3 lbs. . . . \$10.98

37 B 1061—4-pc. Studio Set. Skirts 17 in. deep. Three separate snap-on cushion covers 17 x 24 x 4 in. (Cushions not included). Ship. wt. 4 lbs. . . . \$10.98

Sparkling Bright Studio Set
Does your studio couch look worn and drab, or does it need protection? Order this low priced well tailored 4-pc. set in sturdy flowered cretonne. Cord welting seams. Full box pleats. Three separate cushion covers, 17 x 24 x 4 inches. (Cushions not included.) Dry cleanable. **37 B 1066**—Fits couch 75 inches long, 32 inches wide. Colors: All-over Floral print, with Wine, Blue or Green predominating. Shipping weight 4 oz. . . . Set, \$6.89

[K] Fine Quality Studio Set
Luxurious, long-wearing 4-piece studio set. Well tailored of durable Cotton in lovely floral pattern. Cord welting seams. Full box pleats. 3 pillow covers, 17 x 24 x 4 in. (Cushions not included.) Dry clean.
37 B 1065—Colors: Floral prints with Blue, Wine or Green predominating. Fits couch 75 in. long and 32 in. wide. State color. Ship. wt. 3 lbs. 12 oz. . . . Set, \$9.29

Maple Chair Cover Sets
Make your maple furniture look bright and new with these smart covers that can take lots of hard wear. Fine quality Cotton Twill, gaily printed in an effective leaf-and-stripe pattern. Made with convenient snap-fasteners. Fit any type cushion. Dry cleanable. Colors: Print-and-plain combination, with Blue, Green or Wine predominating. State color when ordering.

[L] 37 B 1060—Chair cushions. Ship. wt. 8 oz. . . . Set of 2 for \$3.89

[M] 37 B 1067—Sofa cushions. Ship. wt. 2 lbs. . . . Set of 6 for \$11.39

[N] Folding Bed Cover
Our folding bed cover of sturdy Cretonne adds an attractive touch to the room and protects bed from dust and dirt. Fits all standard size folding beds.
37 B 1648—Colors: Floral print with Blue, Wine or Green predominating; also solid color Wine, Blue or Green. State color when ordering. Ship. wt. 1 lb. \$3.49

[P] Sewing Machine Cover
Just put this cheerful Cretonne cover over your sewing machine and presto—an ungalley piece of furniture becomes a colorful asset to the room. Protects machine from dust and dirt. Fits all standard size machines.
37 B 1647—Colors: Floral print, with Wine, Blue or Green predominating. State color. Ship. wt. 1 lb. 2 oz. . . . \$2.69



BELLAS HESS 113

Fleecy Warm Blanket

TODAY'S LOWEST PRICES

[A]

\$5.49

SOLIDS OR PLAIDS IN DOWNY 25% WOOL

[A] You always sleep better when you're warm and comfortable! This toasty-warm double blanket is made of 75% strong Cotton and 25% fleecy Wool... its wonderful softness will waft you away to dreamland. In pretty plaids to harmonize with any bedroom color scheme. Ends bound with wide (3-in.) Acetate Rayon Satin binding. Weight about 3 1/2 lbs.

37 B 1160—Colors: Plaids, with Rose, Blue, Green or Cedar Brown predominating. **Size:** Double, 72 x 84 inches. State color. Ship. wt. 5 lbs. **\$5.49**

[B]

\$4.39

[B] Handsome, and as can be! Extra value in a Cotton-Wool single blanket (75% Cotton, 25% Wool) when in rich solid color. They make your beds so inviting, and come in shades that blend with any color scheme. Ends carefully bound with trous Acetate Rayon Satin (3-inch binding). Actual weight about 2 1/2 lbs.

37 B 1161—Colors: Blue, Green, Rose, Mahogany Brown. **Size:** Single, 72 x 84 inches. Be sure to state color wanted when ordering. Ship. wt. 4 lbs. **\$4.39**

\$4.19

\$2.49

\$2.98

\$1.19 UP

\$1.69

70% Wool "Camper"
Warm, comfortable. (10% new Wool, 40% reprocessed, 20% re-used, 20% Rayon, 10% Cotton.) Ideal camping or for an extra blanket. Whipped corded edges. **37 B 1153—Color:** Dark Gray with Red border. **Size:** Single, 72 x 84 inches. Ship. wt. 3 lbs. **\$4.19**

Sturdy Utility Blanket
Good looking and durable single blanket—95% Cotton and 5% Wool. Will give long, satisfactory use, both winter and summer. **37 B 1152—Color:** Dark Gray with Red-and-Gold border. **Size:** Single, 66 x 80 in. Ship. wt. 2 lbs. 8 oz. **\$2.49**

Thrifty 5% Wool
Single blanket (95% Cotton, 5% Wool). Good looking, durable and budget-priced. Neat 4-in. cotton sateen binding. Hand washable. **37 B 1169—Colors:** Plaids in Blue, Rose, Green or Peach. **Size:** Single 72 x 84 in. Ship. wt. 2 lbs. 6 oz. **\$2.98**

Super Value!
Durable Cotton blanket with overlock stitched edges. Washable. **Colors:** Plaids in Rose or Blue. 66 x 80 in. **37 B 1150—Single Blanket:** Ship. wt. 1 lb. 8 oz. **\$1.19**
37 B 1151—Double Blanket: Ship. wt. 3 lbs. **\$2.35**

All-Year Blanket Sh
Economical, practical. Use in place of muslin sheets in winter or a light covering in summer. Strong woven soft Cotton. Washable. **37 B 1156—Color:** White. **Size:** 70 x 84 inches. Ship. wt. 1 lb. 10 oz. **\$3.49**

[D]

\$4.49

[E]

\$3.49

[F]

\$3.49

ATTRACTIVE DESIGNS IN SERVICEABLE DEEP-NAPPED COTTON

[C] Bright Plaids
Durable, firmly woven Cotton plaid single blanket with a wonderful soft nap. Cotton sateen binding. 4 inches wide. **37 B 1165—Colors:** Red-and-Tan, Green-and-Rust, or Blue-and-Tan plaids. **Size:** Single, 72 x 84 in. State color. Ship. wt. 3 lbs. 7 oz. **\$4.49**

[D] Indian Design
Striking Indian-type design on a warm, closely woven single Cotton blanket. Stands lots of hard wear. Sateen binding 4 inches wide. **37 B 1166—Colors:** Red, Blue or Green. **Size:** Single, 72 x 84 inches. State color when ordering. Ship. wt. 3 lbs. 7 oz. **\$4.49**

[E] Indian-Design Jacquard
Resilient Cotton single blanket, strongly woven in dark contrasting colors. Reversible; neatly bound ends. Hand washable. **37 B 1168—Colors:** Red, Blue or Green background with Indian design. **Size:** Single, 70 x 80 inches. State color. Ship. wt. 2 lbs. 14 oz. **\$3.49**

[F] Jacquard Plaids
Reversible and washable. Warm, attractive two-toned Cotton Jacquard single blanket. Neatly bound ends. **37 B 1167—Colors:** White, Navy Blue or Green, all with Tan. **Size:** Single, 70 x 80 inches. State color. Ship. wt. 2 lbs. 14 oz. **\$3.49**

Cozy Comforters

SUCH FINE QUALITY!

BLANKETS FOR EVERY USE

There's a wide assortment of warm blankets for every need—to use indoors or out. Some are economy-priced; all are excellent values! In colors to harmonize with any color scheme; in patterns to please every taste. Whatever your blanket problem is—these pages hold the perfect solution.

MOLLY EATON

LUSCIOUSLY WARM COMFORTERS

[G] Cheery Printed Charmer

Bump, light weight comforter filled with the warmest, fluffiest 100% Wool—does everything to lull you to sleep but sing a lullaby. Covered with a fine Cotton print and bordered with fine Cotton Sateen.

37 B 1207—Colors: Rose, Blue or Rust. Cut Size: 72 x 84 inches. State color wanted. Ship. wt. 4 lbs. 4 oz. . . . \$7.49

[J] Floral Center

More warmth—less weight! Filled with 50% reprocessed Wool, 50% Cotton fibers, and covered in attractively patterned Cotton with a plain border. Cuddly-soft, buoyant—a comforter designed for true comfort! When those wintry breezes start to blow, you'll stay snug under this downy quilt.

37 B 1206—Colors: Rose or Blue. Cut Size: 72 x 84 inches. State color. Ship. wt. 6 lbs. \$6.98

OUR FINEST BLANKETS

[L] Floral Border Jacquard

Snuggly-soft, warm, deep-napped blanket of 50% Rayon, 25% Cotton and 25% Wool in rich colors with a floral Jacquard border. Bound in gleaming Acetate Rayon Satin (4-inch binding). Extra long for a generous 60-in.; no chilly shoulders or backs in frosty weather.

37 B 1170—Colors: Dusty Rose, Blue or Green. Size: 72 x 90 inches. State color wanted. Ship. wt. 4 lbs. 14 oz. . . . \$5.98

[H] Two-Tone Sateen Cover

Downy-soft comforter filled with 50% reprocessed Wool, 50% Cotton, and covered with lustrous Cotton Sateen. Wonderful to curl up under on a chilly night! Promises warmth without weight. Reversible, too—to double the wear.

37 B 1205—Color: Rose-and-Blue. Cut Size: 72 x 84 inches. Shipping weight 6 lbs. . . . \$6.98

[K] Snug Cotton-and-Wool

Snuggle down under this cozy comforter filled with tufted 95% Cotton, 5% Wool. You'll like this beautiful comforter not only because it's such a bargain, but also for its richness and warmth. Firmly stitched, so the filling stays in place. Reversible—both sides are equally attractive.

37 B 1204—Colors: Rose or Blue. Cut Size: 72 x 84 inches. State color. Shipping weight 4 lbs. 10 oz. . . . \$4.65

[M] Glorious Pastels

Lovely—lovelier—loveliest! We're justly proud of this warm-as-toast 100% Wool single blanket in wonderful, soft shades. You'll love it, too—it's so warm and light! Acetate Rayon Satin binding 4 inches wide.

37 B 1171—Colors: Blue, Dusty Rose, Green, Peach or Cedar Brown. Size: Single, 72 x 84 in. State color. Shipping weight 4 lbs. 8 oz. . . . \$7.98

[G] All Wool Filled
\$7.49

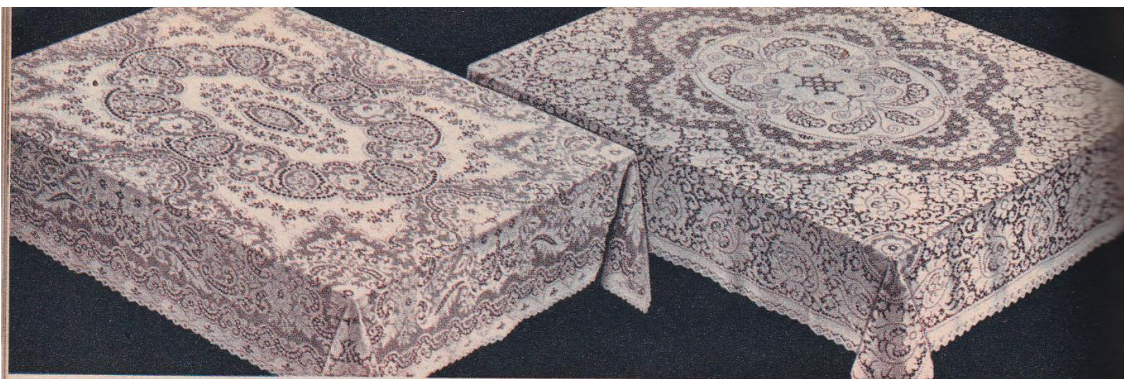
[H] 50% Wool Filled
\$6.98

[J] 50% Wool Filled
\$6.98

Extra Long
\$5.98 [L]

100% Wool
\$7.98 [M]

[K] 5% Wool Filled
\$4.65



EXQUISITE COTTON LACE TABLECLOTHS...SCARFS TO MATCH

Fine...luxurious...long wearing tablecloth. Loomed by a famous mill. Fine Cotton yarns in a durable open mesh pattern—you'll love it and use it for years. **Color:** Ecru.
43 B 2160—Size: 60 x 70 inches. Ship. wt. 1 lb.\$3.89
43 B 2161—Size: 70 x 70 inches. Ship. wt. 1 lb. 4 oz.\$5.19
43 B 2162—Size: 70 x 90 inches. Ship. wt. 1 lb. 7 oz.\$5.59
Matching Scarfs. (Not illustrated.) Match tablecloths above.
43 B 2163—Size: 17 x 36 inches. Ship. wt. 4 oz.79¢
43 B 2164—Size: 17 x 48 inches. Ship. wt. 5 oz.94¢
43 B 2165—Size: 12 x 63 inches. Ship. wt. 7 oz.\$1.24

\$3⁸⁹
UP

CHOICE OF
FOUR SIZES

Beautiful cloth of durable Cotton Lace in an effective design—priced at a Bellas Hess "compare and cheer" price. Sturdy quality—easy to care for. **Color:** Ecru.
43 B 2148—Size: 60 x 80 inches. Ship. wt. 13 oz.\$3.89
43 B 2149—Size: 70 x 70 inches. Ship. wt. 15 oz.\$5.19
43 B 2150—Size: 70 x 90 inches. Ship. wt. 1 lb. 3 oz.\$5.59
Matching Scarfs. (Not illustrated.) Match tablecloths above.
43 B 2161—Size: 17 x 36 inches. Ship. wt. 4 oz.79¢
43 B 2162—Size: 17 x 48 inches. Ship. wt. 5 oz.94¢
43 B 2163—Size: 17 x 63 inches. Ship. wt. 7 oz.\$1.24



5 FOR
98¢

Color-Gay Sack Towels

Sturdy, highly absorbent Cotton towels made from high count flour sacking. Some brand names may show, but will not affect use or wear.
43 B 2257—Assorted Colors: Red, Blue, Green, Gold in each bundle. **Size: 14 x 36 inches.** Ship. wt. 15 oz. for 5...5 for 98¢



3 FOR
98¢

Cheery Guest Towels

Festive novelty prints enliven these high quality Cotton towels. Exceptionally fine value at this thrifty low Bellas Hess price.
43 B 2081—Multicolor designs in Red, Blue and Gold on Bleached White. **Cut Size: 14 x 20 inches.** Ship. wt. 6 oz. for 3. **Set of 3 for 98¢**



35¢
3 FOR
\$1.00

Our Finest 25% Linen Towels

Super absorbent, super quality towels (25% Linen, balance sturdy Cotton). Gay printed border and center floral motif.
43 B 2114—Assorted Colors in Red, Blue and Green on White. **Size: 17 x 33 inches.** Ship. wt. ea. 4 oz. ...35¢ each; 3 for \$1.00



4 FOR
89¢

Thrifty Kitchen Towels

Good quality absorbent Cotton towels at a new thrifty Bellas Hess price. Come in prints in sunny colors to cheer your kitchen.
43 B 2118—Multicolor print on White. **Size: 17 x 30 inches.** Ship. wt. 14 oz. for 4...4 for 89¢



COLORFUL TABLECLOTHS

\$1⁶⁹
UP

Miracle Plastic
Wonderful no-wash, no-iron Plastic tablecloth with opaque White ground so the table will not show through. Cheery fruit and flower design in multicolor prints. Hemmed all around.
43 B 2167—54 x 54 in. Shipping weight 12 oz.\$1.69
43 B 2171—54 x 72 in. Shipping weight 14 oz.\$1.98

Brilliant Floral
Brilliant example of Bellas Hess value! A lovely all-over print tablecloth of lustrous Rayon-and-Cotton in soft floral patterns. It makes mealtimes attractive—sets a pretty table.
43 B 2142—Blue or Rose. **Size: 54 x 54 in.** State color. Ship. wt. 14 oz.\$1.98

"Strawberry Festival"
Pick this "strawberry" cloth to brighten your table and your meals. Handsome textured weave Cotton in a lively all-over print pattern on White ground. Grand buy at this Bellas Hess low price.
43 B 2146—Red or Blue print. **52 x 52 in.** State color. Ship. wt. 14 oz.98¢

98¢

116 BELLAS HESS

Crochet-Type Cotton Lace

Amazing value at this sensational low price! Good quality crochet-type tablecloth made of sturdy Cotton Lace in a distinctive all-over pattern similar to a much more expensive cloth. It will lend beauty and an air of gracious hospitality to every table.

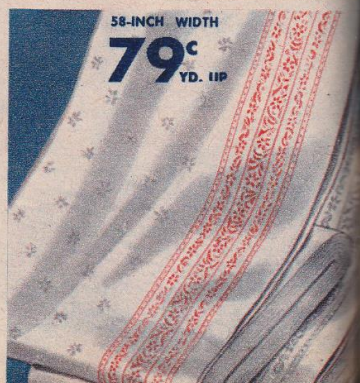
43 B 2172—Color: Ecru. **Size: 54 x 72 inches.** Ship. wt. 1 lb.\$1.98

Floral Damask by the Yard

Once again Bellas Hess brings you this lovely luxurious fine quality Cotton Damask—to make your own tablecloths and napkins as well as wonderful gift sets. Comes in charming all-over patterns with a border pattern woven right in. **Width: 58 inches.** Ship. wt. yd. 12 oz.
43 B 1640—All-White. Yard, 79¢
43 B 1641—White with Blue, Pink, Gold or Green border. State color. Yard, 89¢



\$1⁹⁸



58-INCH WIDTH
79¢
YD. UP

"GO-TOGETHER" DECORATOR FABRICS

BE YOUR OWN HOME STYLIST...IT'S EASY...IT'S FUN...IT'S THRIFTY



Today's Newest Trend Is Style-Mated Rooms

Good news! Dull, ordinary-looking rooms can beam with new color—new life—at very little cost. Bellas Hess style-selected materials are the happy answer. Our stylist has chosen four decorator fabrics, each in two patterns that pair up beautifully together. When making your slip covers, drapes, bedspreads, vanity and bench skirts, use these style-mated pairs for gorgeous contrast and color harmony. You'll be delighted with the results—even if you're new at home-decorating!



Gay Cretonne . . . Lowest Price in Years!

These charming style-mated Cretonnes were made to go together. Light weight—ideal for drapes, spreads, slip covers, garment and shoe bags. Width about 36 inches. State color. Dry cleaning recommended. Shipping weight yd. 4 oz.

- 37¢ YD.**
 [1] 37 B 1644—Large All-over Floral. Colors: Rose, Blue or Tan background. Pattern repeats every 17½ inches. Yard, 37¢
 [2] 37 B 1645—Small Floral. Colors: Blue, Tan, Green or Rose background. Pattern repeats every 16¾ inches. Yard, 37¢

Heavier Quality Vat-Dyed Cretonne

These "made-for-each-other" Cretonnes are a firm woven quality, vat-dyed. Just perfect for slip covers, spreads, drapes—wherever you want beauty and durability. Use them together, combine them with harmonizing solid colors—the effect will delight you. Dry clean. Colors: Blue, Natural or Rose background. Width about 36 inches. Shipping weight yd. 8 oz.

- 58¢ YD.**
 [3] 37 B 1634—Floral-stripe. Pattern repeats every 17 inches. Yard, 58¢
 [4] 37 B 1643—All-over Floral. Pattern repeats every 17½ in. Yard, 58¢



Glazed Chintz at Top Savings

Bellas Hess offers glazed Chintz at a miracle-price! Use these charming patterns separately or team them up for children's room, for spreads, drapes; nice, too, for aprons and housecoats. Dry cleaning recommended. Width about 36 inches. Pattern repeats every 17½ inches. State color. Ship. wt. yd. 8 oz.

- 58¢ YD.**
 [5] B 1637—Juvenile Figures. Colors: Rose or Blue ground. Yard, 58¢
 [6] B 1635—All-Over Floral. Colors: Blue, Natural or Rose Yard, 58¢

Our Finest Heavy-Texture "Ruftex"

Wonderful design mates in sturdy Cotton "Ruftex"—that marvelous heavy texture—it makes rich-looking slip covers, spreads and drapes. Blends with furniture of any style or period. Dry cleaning recommended. Colors: Rose, Blue or Natural background. Width about 36 inches. Ship. wt. yd. 9 oz.

- 58¢ YD.**
 [7] 37 B 1642—Tulip and Leaf Design. Pattern repeats every 17½ in. Yard, 58¢
 [8] 37 B 1636—All-over Floral. Pattern repeats every 17½ in. Yard, 58¢

TOP VALUES IN SHEER CURTAIN FABRICS



Rayon Marquisette

Delightfully sheer, light in weight—fine, closely woven Rayon Marquisette. Rich looking for quality curtains, bridal and evening gowns, veils, etc. Hand washable.
37 B 1646—Width about 42 inches. Colors: Eggshell, Rosebeige or Light Ecru. Shipping weight yard, 5 oz. Yard, 43¢

Fine Cotton Dimity

Popular window pane checks on this crisp, fine quality Cotton Dimity. Just the thing for sash or cottage curtains, or for sheer, dainty blouses for yourself and dresses for the children. Hand washable.
37 B 1639—Width 36 inches. Color: White only. Shipping weight yard, 4 oz. Yard, 49¢

Permanent-Finish Organdy

Keeps its attractive crispness—this sheer, permanent finish Organdy. So smart, so fresh for curtains to perk up any room, for pretty new blouses or party frocks. Hand washable.
37 B 1617—Width about 39 inches. White only. Shipping weight yard, 4 oz. Yard, 45¢

Cotton Marquisette

... at a thrifty price, and fine value! Good quality Cotton Marquisette for pretty ruffled, tailored curtains so you can beautiful windows at low Hand washable.
37 B 1629—Width about 39 inches. Colors: Cream or Bamboo color. Ship. wt. yd. 4 oz. Yard, 21¢

CURTAINS FOR EVERY ROOM SEW YOUR OWN...AND SAVE!

← Dotted Swiss →

49¢ It's delightful. It's distinctive. It's Dotted Swiss—lovely for fresh, perky curtains, for dainty blouses and children's dresses. Hand washable.
37 B 1616—Width about 36 inches. White only. Wt. yd. 4 oz. Yard, 49¢

Rayon-and-Cotton →

For distinguished curtains, choose **35¢** YD. this charming Madras pattern woven of fine Rayon-and-Cotton Marquisette. Hand washable.
37 B 1633—Width about 38 inches. Natural only. Wt. yd. 4 oz. Yard, 35¢

← Alternating Dots →

29¢ Woven cushion dots on fine YD. Cotton Marquisette. Colored dots alternate with White. Makes charming practical curtains to cheer up your rooms. Hand wash.
37 B 1628—Width about 42 inches. Colors: Red, Blue or Green dots, all on Cream ground. Ship. wt. yd. 4 oz. Yard, 29¢

Gaily Figured →

Spruce up your rooms **33¢** YD. with this delightful Marquisette woven in airy pattern of fine combed cotton yarns. Hand washable.
37 B 1632—Width 42 in. Colors: White ground with Red-and-Blue design; or Green-and-Gold design. State color. Ship. wt. yd. 4 oz. Yard, 33¢

← Cushion Do's →

25¢ Dainty cushion dots sprinkled YD. on fine quality Cotton Marquisette. For ruffled or tailored curtains. Hand washable.
37 B 1627—Width 42 in. Ivory, Ecru, Blue or Rose; matching dots. Ship. wt. yd. 4 oz. Yard, 25¢

Cotton Marquisette →

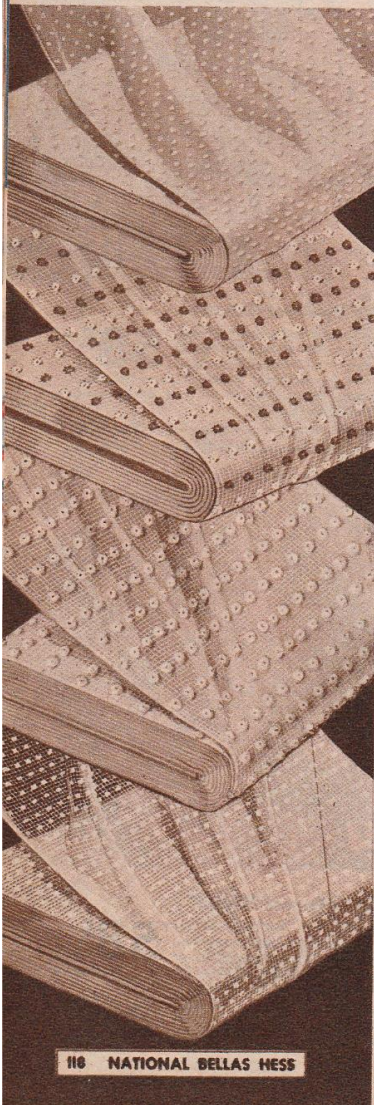
For good looks and long wear, decide on this **32¢** YD. good quality Cotton Marquisette in dainty Madras pattern. Firmly woven. Hand washable.
37 B 1631—Width 42 in. Cream only. Ship. wt. yd. 4 oz. Yard, 32¢

← Pin-Dot Marquisette →

25¢ Frosty-looking, closely spaced Point d'Esprit dots on mercerized Marquisette woven of combed Cotton yarns. For economy-priced, pretty curtains. Hand washable.
37 B 1626—Width about 42 in. Colors: Cream, Ecru, Blue or Rose. State color. Ship. wt. yd. 4 oz. Yard, 25¢

Pin-Dot Floral →

Like a garden in your window—this beautiful floral pin-dot Cotton Marquisette. Makes up beautifully into ruffled and tailored curtains and cottage sets. Hand washable.
37 B 1630—Width 39 in. Color: Red-and-Blue floral on White ground. Wt. yd. 4 oz. Yard, 29¢



FALL FASHION FABRICS



PRINTED PERCALES

← Thrifty! Tubbable!

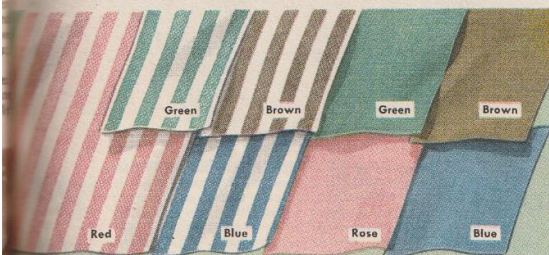
39¢ YD. Fine Percale prints for beautiful wash dresses.

65 B 6044—Width 36 inches. In patterns and colors as shown. State pattern number when ordering. Ship. wt. yd. 6 oz. Yd., 39¢

80 x 80 Thread Count →

Our finest washable Percale prints. **45¢** YD.

65 B 6045—Width 36 inches. In patterns and colors as shown. State pattern number when ordering. Shipping weight yd. 7 oz. Yd., 45¢



WOVEN SANFORIZED CHAMBRAY

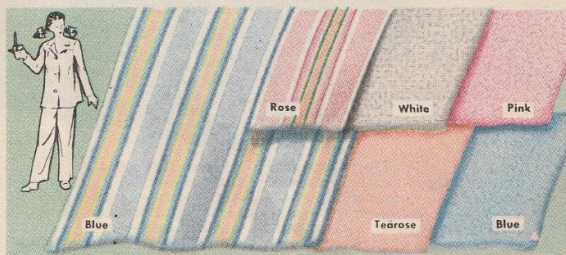
Sanforized woven Chambray is back in stripes or solid colors—a super value! Shrinkage less than 1%. Ideal for dresses for young and old, men's shirts or children's clothes. Width 36 inches. State color. Ship. wt. yd. 6 oz.

65 B 6036—Stripes. Colors: Blue, Green, Brown or Red on White.

65 B 6049—Solid Colors: Blue, Green, Brown or Rose.

Plain or Stripes

49¢ YD.



CUDDLY WARM COTTON FLANNELETTE

Keep cozy on cold nights! Firmly woven, thickly fleeced Cotton Flannelette. Makes warm, comfortable gowns and pajamas for all the family. Perfect for children's undergarments. Washes and wears wonderfully. Width 36 inches. State color. Shipping weight. yd. 7 oz.

65 B 6046—Stripes. Colors: Blue or Rose on White.

65 B 6048—Solid Colors: White, Blue, Pink or Tealrose.

Plain or Stripes

32¢ YD.



COTTON-AND-RAYON FOR THRIFTY SEWING

This Cotton-and-Rayon fabric looks like expensive Shantung! It's an extra special value at these low prices. Lovely for dresses and blouses for both mother and daughter. It's washable—dresses and blouses and children's things made of it are practical as well as pretty. You'll want more than one yard! Width about 39 inches.

65 B 6021—Solid Colors: Gray, Copen Blue, Gold, Kelly Green, Luggage Brown or Rose. State color. Ship. wt. yd. 6 oz. Yd., 39¢

65 B 6047—Prints. Patterns and colors as shown. Be sure to state pattern number when ordering. Shipping weight yd. 6 oz. Yd., 45¢

Solids

39¢ YD.

Prints

45¢ YD.

WOVEN COTTON SEERSUCKER

Wonderful washable striped Seersucker with that permanent crinkle woven right in! Perfect for kiddie clothes and yours, too. Washes like a dream and keeps its crisp freshness and clear colors even after many sudings . . . and it requires no ironing.

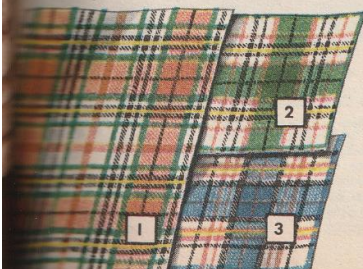
65 B 6050—Width 36 inches. Colors: Red, Blue, Green or Brown stripes on White. State color when ordering. Ship. wt. yd. 7 oz. Yd., 42¢

GAY WASHABLE COTTON PLAID

45¢ YD. Popular plaid designs in smooth, evenly woven Cotton. Washable. **65 B 6020**—Width 36 inches. Colors: Blue, Red or Green plaids. State color. Ship. wt. 6 oz. Yd., 45¢

WOVEN COTTON GINGHAM

Smart, thrifty, crisp Cotton gingham checks. The close weave means extra wear. Excellent for children's things and frocks that get frequent rubbing. **65 B 6019**—Width 36 inches. Colors: Red, Brown, Green, Blue or Black predominating. Be sure to state color when ordering. Shipping weight yd. 6 oz. Yd., 39¢



NATIONAL BELLAS HESS 119



Blue,
Green,
White,
Peach,
Rose Dust

Dusty Rose,
Blue,
Green,
Peach

Our Finest Chenille . . . Floral Pattern

What a wonderful luxury spread! Our fluffiest, downiest Cotton Chenille, closely tufted on durable sheeting, is a delight to the eye. Beautiful solid color background, with raised floral pattern. Wash with care, and be rewarded with long, satisfactory wear. Needs no ironing. Colors: Blue, Rose Dust, White, Peach or Green, each with multicolor design. Ship. wt. 4 lbs. 10 oz.
37 B 1277—Large Size: 90 x 105 inches. \$9.75
37 B 1278—Twin Bed Size: 72 x 105 inches. \$9.75

\$9.75

Luxurious Chenille . . . Multicolor Posies

Thickly tufted Cotton Chenille in wonderful soft colors on strong sheeting, with white scroll border and a gay flower design. An outstanding value. Wash with care as often as you please, it will come out as good as new, and there's no need to iron. Colors: Dusty Rose, Blue, Green or Peach background, each with multicolor design. Shipping weight 4 lbs. 4 oz.
37 B 1283—Large Size: 90 x 105 inches. \$8.89
37 B 1284—Twin Bed Size: 72 x 105 inches. \$8.89

\$8.89

BEDROOM BEAUTY WITH CHENILLE



Rose,
Blue,
Peach,
Turquoise,
Orchid

Blue,
Rose,
Turquoise

Save Dollars! Fluffy Chenille Priced 'Way Down

Our thrift spread — priced low to bring the luxury of a soft Cotton Chenille spread within the reach of your budget. Generously tufted on sturdy sheeting. The same luscious colors you find in more expensive spreads. Wash with care
37 B 1276—Colors: Rose, Blue, Turquoise, Peach or Orchid, with multicolor floral design. Size: 82 x 105 inches. State color wanted. \$3.99
 Shipping weight 2 lbs. 8 oz. \$3.99

\$3.99

Rich Chenille in Lattice Design

A bedroom brightener — two-tone Cotton Chenille in lovely lattice pattern with multicolor florals. Lavishly tufted on durable sheeting. Washable with care. Colors: Blue, Rose or Turquoise, with white-and-multicolor design. Be sure to state color when ordering. Shipping weight 2 lbs. 10 oz.
37 B 1279—Large Size: 90 x 103 inches. \$5.69
37 B 1280—Twin Bed Size: 72 x 105 inches. \$5.69

\$5.69



Rose,
Blue,
Green,
Peach

White,
Blue,
Rose,
Green

Modernistic Design in Velvety Chenille
A striking modern two-tone design against the soft solid color background of this spread. A wreath of multicolor roses, and a wealth of rich, cloud-soft Cotton Chenille tufted row upon row on sturdy sheeting. Washable with care. Colors: Rose, Blue, Green or Peach, each with multicolor design. State color when ordering. Shipping weight 3 lbs. 12 oz.
37 B 1274—Large Size: 90 x 105 inches. \$7.69
37 B 1275—Twin Bed Size: 72 x 105 inches. \$7.69

\$7⁶⁹

Early American "Hobnail" Design
The popular hobnail spread — it's extra thickly fluffed with soft Cotton Chenille tufts sewn on fine quality pre-shrunk sheeting. Finished with matching ball fringe on three sides—firmly tied on by hand so it can't come off. Wash with care, dry, and then shake out; needs no ironing. Colors: White, Blue, Rose or Green. State color. Shipping weight 3 lbs.
37 B 1281—Large Size: 90 x 105 inches. \$5.98
37 B 1282—Twin Bed Size: 72 x 105 inches. \$5.98

\$5⁹⁸

JACQUARD AND HOBNAIL SPREADS



Rose,
Blue

Green; Gold,
Blue, Rose

Green, Gold,
Blue, Rose

Rayon-and-Cotton Jacquard
A fastening all-over modern design on sturdy Rayon-and-Cotton. Use either side of this beautiful Jacquard spread — doubles the wear and saves laundering, too. You'll love the way it brightens your bedroom. Washable with care.
37 B 1306—Blue or Rose. Size: 84 x 105 in. State color wanted. Ship. wt. 1 lb. 14 oz. . . . \$3.69

\$3⁶⁹

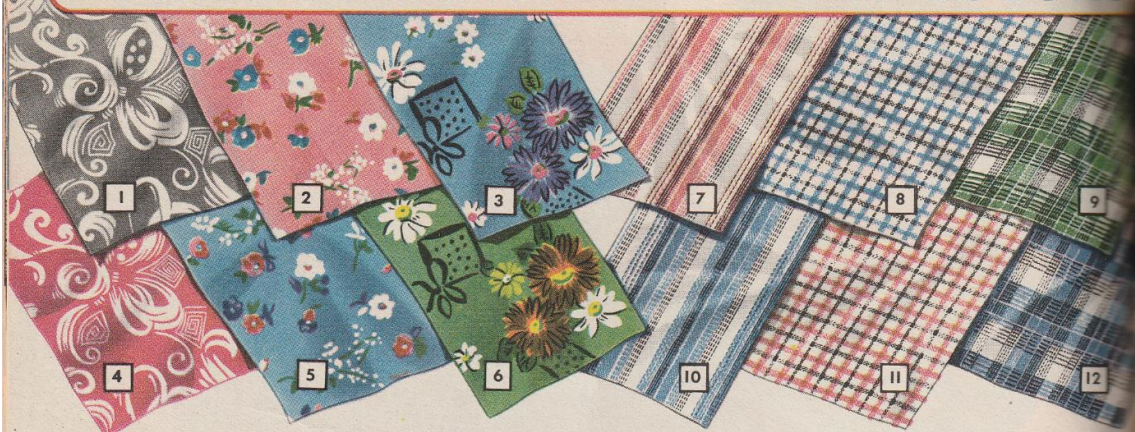
Shell Pattern in Rayon-and-Cotton
Our finest Jacquard bedspread with silvery sparkle in the handsome shell pattern. Made of Rayon-and-Cotton in wonderful firm-textured quality in sateen weave. Washable with care.
37 B 1307—Green, Gold, Blue or Rose. Size: 87 x 105 in. State color. Ship. wt. 3 lbs. 6 oz. \$5.89

\$5⁸⁹

Scalloped-Border Jacquard
Durable Cotton Jacquard spread in classic chain-and-floral pattern. Reversible. Firmly scalloped edges. Washable with care.
37 B 1305—Blue, Green, Rose or Gold. 80 x 105 inches. State color. Ship. wt. 2 lbs. 10 oz. \$3.98

\$3⁹⁸

LUXURIOUS RAYONS IN FALL COLORS



LOVELY SPUN RAYON PRINTS FOR GLAMOR

Glamorize your fall and winter wardrobe with these fashion-wise prints in soft, supple Rayon. You'll find they drape well and hold their shape beautifully... lovely in design, and the colors are so becoming! Practical, too — you'll be sure of pretty frocks and long, satisfactory wear. Dry clean.

69¢
YD.

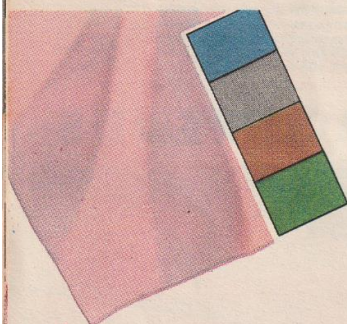
51 B 4025—Width about 39 inches. In patterns and colors as shown. Be sure to state pattern number when ordering. Ship. wt. yd. 7 oz. **Yard, 69¢**

WOVEN PATTERN IN TAFFETA-LIKE RAYON

This fine woven Rayon has the wonderful "feel" of taffeta! It's a splendid wardrobe "pick-me-up" — choose stunning stripes, pert checks or brilliant plaids in our assortment of smart colors. The simplest styles look dressy when they're made up in this wonder fabric. Dry clean.

98¢
YD.

51 B 4023—Width about 39 inches. In patterns and colors as shown. Be sure to state pattern number when ordering. Ship. wt. yd. 7 oz. **Yard, 98¢**



Supple Spun Rayon

65¢ Here are the season's favorite shades in long-wearing Spun Rayon. Flattering colors for dresses or blouses, both tailored and dressy — you'll love to wear them. Dry clean only.

51 B 4026—Width about 39 inches. **Colors:** Green, Rose, Soldier Blue, Pearl Gray or Rust Brown. Be sure to state color wanted when ordering. Ship. wt. yd. 7 oz. **Yard, 65¢**

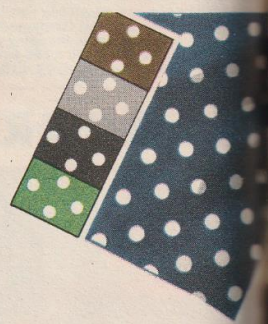
SAVE THE POSTAGE . . . SEE PAGE 198

Silk-Like Rayon Crepe

Perky polka dots to add charm to your own dresses as well as the children's. Our finest Rayon Crepe, soft, lovely and luxurious, with that marvelous silk-like texture you love. Dry clean only.

85¢
YD.

51 B 4027—Width about 39 inches. **Colors:** Gray, Green, Navy Blue, Brown or Black, each with White dots. State color wanted when ordering. Ship. wt. yd. 6 oz. **Yard, 85¢**



FINE FABRICS FOR FINE FASHIONS

Rich Rayon Velvet

\$1.98 It's beautiful! Transparent crush-resistant Velvet. Rich, deep-pled Rayon face; firm Rayon back. Makes stunning, luxurious costumes. Dry clean.

51 B 4024—Width 39 inches. **Colors:** Royal Blue, Dubonnet Wine or Black. State color. Ship. wt. yd. 8 oz. **Yd., \$1.98**

Rayon Gabardine

89¢ Our finest Rayon Gabardine; tailors splendidly and gives long, durable wear. Dry clean.

51 B 4030—Width about 42 inches. **Colors:** Rust Rose, Copen Blue, Brown, Gray or Medium Green. State color. Ship. wt. yd. 7 oz. **Yard, 89¢**

Durable Rayon Serge

89¢ Fine All Rayon fabric in a rich YD. Serge weave — ideal to tailor into light weight suits, toppers and slacks. Dry clean only.

51 B 4028—Width about 40 inches. **Colors:** Kelly Green, Red, Brown, Sun Gold or Soldier Blue. State color wanted. Ship. wt. yd. 8 oz. **Yard, 89¢**

Rayon Pebble Crepe

A favorite dress fabric—a blend of Rayon and Acetate Rayon yarns in a distinctive pebbled weave. Dry clean only.

51 B 4032—Width about 39 inches. **Colors:** Royal Blue, Black, Rose, Kelly Green or Luggage Brown. State color. Ship. wt. yd. 7 oz. **Yard, 85¢**

Lustrous Rayon Faille

Smart Rayon Faille—liked especially for its fine weave, rich appearance. Dry clean.

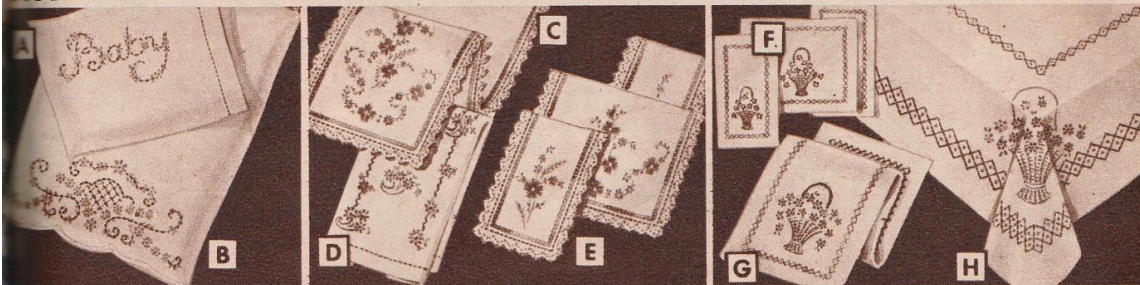
51 B 4029—Width about 40 inches. **Colors:** Cherry Rose, White, Black, Navy Blue or Pink. State color wanted. Ship. wt. yd. 7 oz. **Yard, 75¢**

Tecg-and-Spun Rayon

Smooth, soft fabric that tailors like a dream. Wonderfully durable. Fashion's favorite shades. Dry clean.

51 B 4031—Width about 39 inches. **Colors:** Powder Blue, Rust, Mint Green, Gray or Sun Tan. State color wanted. Ship. wt. yd. 7 oz. **Yard, 75¢**

STAMPED PILLOW CASES, ART LINENS and NEEDLECRAFT



Stamped Baby Pillow Cases
 Make this dainty pillow case for baby's bed. Good quality Cotton, 68 x 72 count. Stamped for embroidery. Hemstitched.
43 B 2208—Bleached White. Size: 27 in. Ship. wt. 4 oz. **39c**

Stamped Pillow Tubing
 The woven Cotton Pillow tubing with newly stamped designs and scalloped ends. Thread count 64 x 64. Cut in pairs.
43 B 2207—Bleached White. Size: 36 in. Ship. wt. 10 oz. Pair, **\$1.59**

STAMPED PURE LINEN
 Matching pieces to embroider. Color: Oyster White.
[C] 43 B 2211—Scarf 18 x 41 in. (No edging). Ship. wt. 6 oz. **79c**
43 B 2212—Scarf 12 x 41 in. Ship. wt. 5 oz. **79c**
43 B 2213—Scarf 12 x 33 in. Ship. wt. 4 oz. **59c**
43 B 2214—Radio Scarf 9 x 22 in. Ship. wt. 3 oz. **29c**
43 B 2215—Square 12 x 12 in. For napkins; dollies. Ship. wt. 2 oz. **19c**
[D] 43 B 2217—Guest Towel, 12 x 19 in. Neat finished hem. Ship. wt. 2 oz. **49c**
[E] 43 B 2216—Chair Set. Full cut size. (No edging). Ship. wt. 4 oz. 3-pc. Set, **49c**

STAMPED COTTON CRASH
 Matching pieces in florals to embroider. Color: Ivory.
[F] 43 B 2222—Chair Set. One pc. 12 x 14 in.; two pcs., 12 x 7 in. Ship. wt. 3 oz. **29c**
43 B 2203—Vanity Set. One pc. 5½ x 13 in.; two pcs. 6½ x 11 in. Ship. wt. 3 oz. Set, **19c**
[G] 43 B 2202—Scarf. 17 x 45 in. Matches table cloths, vanity set. Ship. wt. 4 oz. **39c**
43 B 2204—Scarf. 17 x 36 in. Ship. wt. 3 oz. **32c**
[H] 43 B 2200—Table Cloth. 51 x 72 in. Ship. wt. 1 lb. 1 oz. **\$1.69**
43 B 2201—Table Cloth. 51 x 51 in. Ship. wt. 13 oz. **\$1.19**
43 B 2206—Towel. (Not shown.) 14 x 21 in. Wt. 2 oz. **29c**



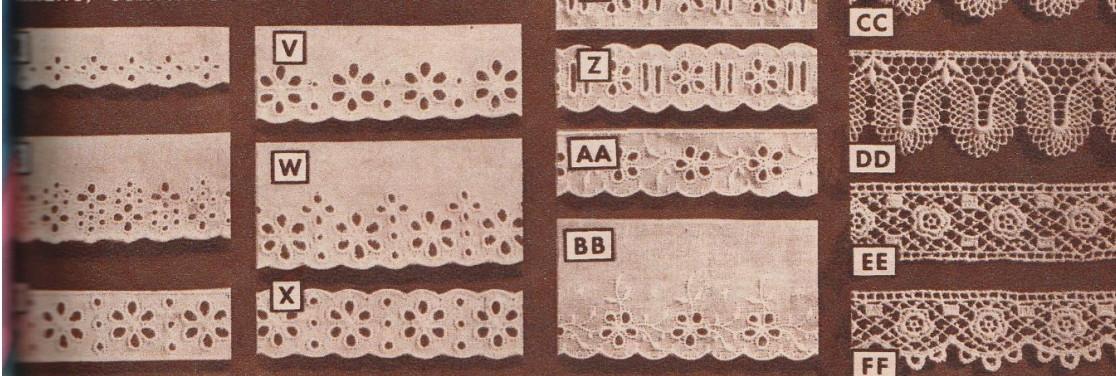
STAMPED BABY THINGS
43 B 2218—Dress pattern in fine Cotton Batiste (no lace). Fits to 1 yr. White. Ship. wt. 4 oz. **57c**
43 B 2219—Gertrude pattern in fine Cotton Batiste. Fits 6 mos. to White. Ship. wt. 4 oz. **59c**
43 B 2223—Flannelette Sacque. Not shown. Made. Fits 6 mos. to 1 yr. Ship. wt. 2 oz. 3 for **\$1.00**. Ea. **39c**

STAMPED COTTON APRONS
[L] Bib-top Apron. Makes you look pretty in the kitchen. Attractive pattern on closely woven durable Cotton. Cut extra wide; has pocket and tie strings. 36 x 36 in. **49c**
43 B 2209—White. Ship. wt. 7 oz. **49c**
[M] Skirt Apron. Generously cut dainty apron with wide waistband and tie belt. **43 B 2210**—White. Size: 24 x 36 inches. Ship. wt. 4 oz. **39c**

CLARK'S FINE COTTONS
[N] You can depend on Clark's Big Ball Crochet Cotton. Strong 3-ply mercerized — will last a long time. Add several balls to your order.
 Colors: White or Ecru. Sizes: 10, 20 and 30. State color and size wanted when ordering.
43 B 2221—Shipping weight ca. 2 oz. **23c**
2 for 45c; Each, 23c
[P] O N T 6-strand Cotton embroidery floss. Wash-fast. White, Pink, Baby Blue and Pink, Lt. Rose, Dk. Rose, Yellow, Black, Lt. Blue, Royal, Lt. Brown, Dk. Brown, Lt. Green, Dk. Green, Lavender, Purple, Red, Lt. Red.
43 B 2220—Ship. wt. 3 oz. for 6 skeins, 6 skeins 13c; 12 for 24c

EMBROIDERED TRIMS ADD NEW SPARKLE TO YOUR THINGS

IT COSTS SO LITTLE TO MAKE CLOTHES, LINENS, CURTAINS AND SPREADS PRETTIER



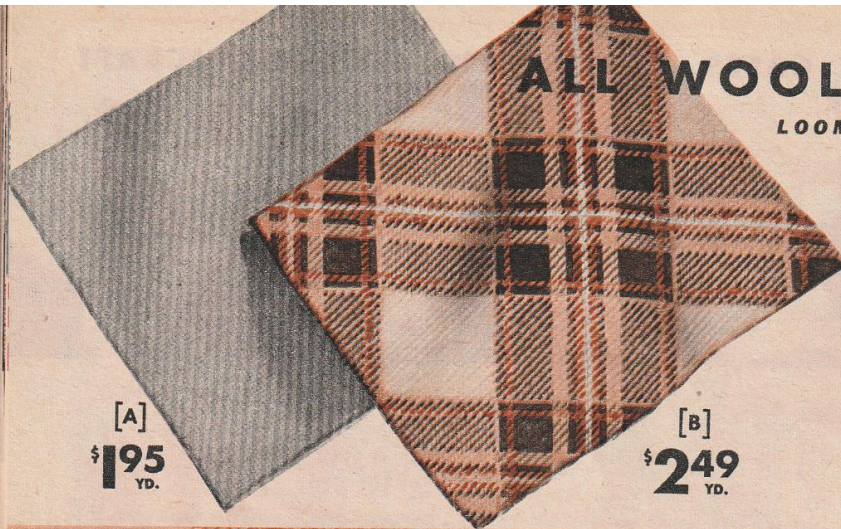
MATCHED BATISTE SET
 Embroidered Eyelet Batiste perks up your wardrobe. There are matching widths and types in this set for you to combine smart effect. Simple to sew. Washable. Color: White. Shipping weight yard, 1 oz.
65 B 6505 — ¾-in. Edge. Yard, **9c**
65 B 6506 — 1½-in. Edge. Yard, **19c**
65 B 6507 — 1-in. Insertion. Yard, **16c**

EYELET ORGANDY
 Embroidered in floral designs. Four widths and types. Easy to sew, washes beautifully. Shipping weight yard 1 oz.
[Y] 65 B 6513—1-in. Beading Insertion. Yd. **16c**
[Z] 65 B 6517—1-in. Beading Gallow. Yd. **22c**
[AA] 65 B 6514—1-in. Edge. Yard, **16c**
[BB] 65 B 6515—2½-in. Edge. Yard, **25c**

IRISH-TYPE LACE
 Lovely Irish-type Lace adds new sparkle to your things. You'll be delighted with the lovely design for such a low cost. Color: White. Ship. wt. yd. 1 oz.
[CC] 65 B 6520 — ¾-in. Edge. Yard, **16c**
[DD] 65 B 6521 — 1½-in. Edge. Yard, **27c**
[EE] 65 B 6522 — 1¼-in. Insertion. Yard, **25c**
[FF] 65 B 6523 — 1¼-in. Edge. Yard, **25c**

ALL WOOL FLANNEL

LOOMED BY PARKER WILDER



[A]
\$1.95
YD.

[B]
\$2.49
YD.

[A] **Smartest Fall Colors**
Famous Parker Wilder fabric soft, firm weave in fine 100% Wool fibers. Heart-warming color. You'll find this a joy to work with in making up your fall suits and dresses. Dry clean. **55 B 5011**—Width 58 inches. Colors: Gray, Luggage Brown, Royal Black, Primrose or Med. Green. State color. Ship. wt. yd. 14 oz. Yd.

[B] **Bright Bold Plaids**
The well known Parker Wilder flannel woven of 100% virgin Wool, firmly textured for warmth and seasons of wear. Fine for dresses and skirts. Dry clean. **55 B 5010**—Width about 60 inches. Colors: Plaid combination Brown-White-Gold; Black-White-Green; or Royal Blue-White. State color combination. Ship. weight yd. 1 lb. 4 oz. Yd.



CHOICE OF
PLAID, SOLID
OR CHECK

\$1.69
YARD

RICH PART WOOLS FOR ECONOMICAL SEWING

[C] Highland Plaid

Small and grown-up lassies both will love this bright plaid. Soft, yet firmly textured in Part Wool Flannel (25% new Wool, 20% reused Wool and 55% Rayon). Beautiful for sportswear. Dry clean. **55 B 5004**—Width 58 inches. Colors: Red-Green-and-White; Brown-Green-and-Gold; or Blue-White-and-Red plaids. State color wanted. Ship. wt. yd. 14 oz. Yd., \$1.69

[D] Shetland-Type Weave

Part Wool Shetland-type weave—tops in beauty, durability, and economy priced. Woven of 37% virgin Wool, 13% reused Wool, 50% Rayon. In wonderful, flattering shades you'll find ideal for skirts, suits and dresses. Dry clean. **55 B 5002**—Width 58 inches. Colors: Medium Brown, Rose, Navy Blue, Gray or Green. State color when ordering. Ship. wt. yd. 14 oz. Yd., \$1.69

[E] Shepherd Check

Favorite of smart women—time is the popular shepherd check. Parker Wilder loomed in Part Wool Flannel (25% virgin Wool, 20% reused Wool, 55% Rayon). So economical and so economy-priced for all your woolen costs. Dry clean. **55 B 5001**—Width 58 inches. Black and White or Brown and White. State color. Ship. wt. yd. 12 oz. Yd., \$1.29



\$1.49
YD.

\$1.95
YD.

\$1.29
YD.

THRIFTY PART WOOLS FOR FALL OUTFITS

Soft 50% Wool Dress Crepe

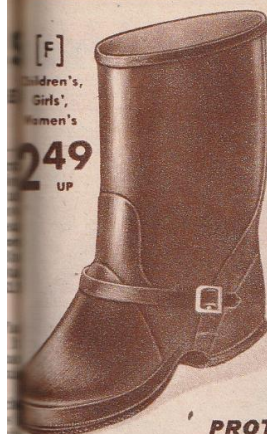
Smart for your all-occasion dresses and soft suits. Lends itself beautifully to draping and gathers. Parker Wilder Crepe in 50% virgin Wool, 50% Rayon. Dry clean. **55 B 5003**—Width about 60 inches. Colors: Luggage Brown, American Beauty, Gray, Blue or Green. State color wanted when ordering. Ship. wt. yd. 10 oz. Yd., \$1.49

65% Wool Pencil Stripe

You know how trim and slim pencil stripes make you look! This Parker Wilder Part Wool Flannel is soft yet firmly textured for durability and figure-flattering beauty. Woven of 30% virgin Wool, 20% reprocessed Wool, 15% reused Wool, 30% Rayon and 5% Nylon. **55 B 5000**—Width 58 inches. Color: Gray only with White stripe. Dry clean. Ship. wt. yd. 12 oz. Yd., \$1.95

Our Lowest Price . . . 50% Wool

A typical Bellas Hess price scoop for who sew 'n' save! When have you such soft Part Wool Flannel prices low? Order enough for your fall plans. Woven of 5% virgin Wool, 28% reprocessed Wool, 28% reused Wool, 31% Rayon, 31% Cotton. Dry clean. **55 B 5008**—Width 60 in. Colors: Brown, Wine, Green, Navy Blue, State color. Ship. wt. yd. 10 oz. Yd., \$1.29



[F] Children's, Girls', Women's
\$2.49
UP



[G] Medium, Wide Widths
\$1.89



[H] Children's, Girls'
\$2.19
UP



[J] Sizes 3 to 9
79¢

PROTECTION FOR A RAINY DAY

Sturdy Platoon Boots
Larger styled All Rubber platoon boots. Now, roomier wall-type last—easily over shoes. **Color:** Black only. **Whole Sizes.** Order same size as shoe. Shipping weight 1 lb. 8 oz.
83 B 2500—Children's Sizes: 7 to 12. . . . \$2.49
83 B 2501—Girls' Sizes: 13 to 3. \$2.79
83 B 2502—Women's Sizes: 4 to 9. 2.89

Two-Snap Galoshes
Snug-fitting, durable 2-snap galoshes. All Rubber. **Color:** Black only. **Widths:** Medium or extra wide. Order ½ size larger than shoe; state shoe. Shipping weight 1 lb. 8 oz.
83 B 2607—Low heel. **Sizes:** 3 to 9.
83 B 2608—Cuban heel. **Sizes:** 3 to 9.
83 B 2609—Cuban heel. For stoutest shoes. **Sizes:** 4 to 10. Pr., \$1.89

[H] One-Buckle Galoshes
Sturdy All Rubber 1-buckle galoshes. Easy to slip into. An excellent value. **Color:** Brown only. Order same size as shoe. Ship. wt. 1 lb. 6 oz.
83 B 2509—Children's Sizes: 7 to 12. . . . \$2.19
83 B 2510—Girls' Sizes: 12½ to 3. . . . \$2.29

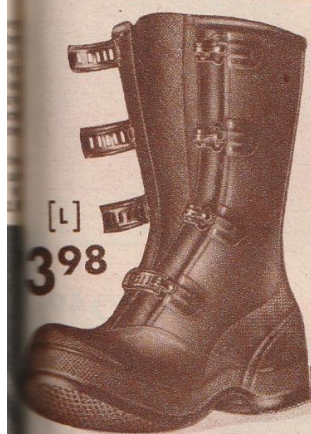
[J] Slip-On Rubbers
Snug-fitting rainy-day protection for any type shoe. Rubber Elastic slip-ons that may be carried easily in purse or coat pocket . . . be prepared for sudden showers. Bargain-priced—formerly \$1.00.
83 B 2503—Black only. **Sizes:** to fit shoes 3 to 9. State shoe size when ordering. Ship. wt. 8 oz. . . 79¢



\$3.69
[K]



All-Rubber Television Zip Boots
Rubber with concealed zip closing. College heels. If you wear a whole size, order same size as shoe. If you wear a half size, order ½ size larger than shoe.
83 B 2515—Black only. **Whole Sizes Only:** 4 to 9. Ship. wt. 2 lbs. . . . \$3.69



[L]
\$3.98



[M]

Men's \$3.59
Boys' \$3.29
Sizes



[N]
\$3.98

MEN'S AND BOYS' RUBBER FOOTWEAR

Buckle Arctics
Heavy Rubber waterproof arctics that keep your feet dry and warm. The tongue is fully cemented to the uppers. Heavy bumper edge heels. Four metal buckles.
83 B 2606—Black. Men's whole sizes: 12. Order same as shoe. For wear over work shoes, order size larger. Ship. wt. 4 lbs. \$3.98

Dress Arctics
[M] Comfortable weight for dress wear. All Rubber—keeps your feet dry. Protection against slush, snow, or mud. Four strong metal buckles. Order same size as shoes; state size wanted. **Color:** Black. Ship. wt. 3 lbs.
83 B 2561—Men's Sizes: 6½ to 11. 3.59
83 B 2560—Boys' Sizes: 2½ to 6. \$3.29

Heavy Duty Knee Boots
[N] Sturdy boots made by a famous manufacturer. Heavy duty, knee-high style. Strong All Rubber to give fullest protection in any kind of weather. Heavy sole and heel.
83 B 2801—Black. Men's Whole Sizes: 7 to 13. Order same size as shoe. Ship. wt. 4 lbs. 12 oz. . . \$3.98

Light Weight Rubbers
[P] Well made, comfortable storm rubbers. All Rubber, made on a modified last. Light weight and sturdy—made to wear and wear. Slip on easily over your shoes.
83 B 2800—Black only. Men's Sizes: 6 to 11. Order ½ size larger than shoe size. Shipping weight 1 lb. 8 oz. . . . \$1.59



\$1.59
[P]

PERFECTREDS
REG. U.S.
PAT. OFF.

DESIGNED FOR GROWING FEET



[D]
Also
Black



[E]



[F]



[A]



[B]



[C]

Also Patent
Leather

RUGGED LEATHER BUYS for ages about 3 to 9... choice of styles

SIZES 8½ to 12

SIZES 12½ to 3

\$2.49 PR.

\$2.79 PR.

[A] Elkgrain Oxford
Sturdy Elkgrain Leather makes this a long-wearing Blucher oxford for the playground set. Composition rubber soles and heels. Ship. wt. 1 lb. 6 oz.
53 B 1244—Brown only.
Sizes: 8½ to 12 \$2.49
Sizes: 12½ to 3 \$2.79

[B] Cute Ankle-Strapper
Adorable ankle-strap style in durable Elkgrain Leather. Composition rubber soles, heels. State size. Ship. wt. 1 lb. 6 oz.
53 B 1243—Brown only.
Sizes: 8½ to 12 \$2.49
Sizes: 12½ to 3 \$2.79

[C] T-Strap Vogue
Stylish T-strapper with interlaced, perforated vamp. Composition rubber soles, heels. State size. Ship. wt. 1 lb. 6 oz.
53 B 1242—Brown Leather.
53 B 1270—Black Patent Leather.
Sizes: 8½ to 12 \$2.49
Sizes: 12½ to 3 \$2.79

[D] Kiltie Tongue Oxford
Durable Elkgrain Leather oxford with die and detachable kiltie tongue. Alligator-grain leather. Red composition rubber soles, heels. Ship. wt. 1 lb. 6 oz.
53 B 1239—Brown.
53 B 1262—Black.
Sizes: 8½ to 12 \$2.49
Sizes: 12½ to 3 \$2.79

[E] Patent Leather Pumps
Little girls like smart styles too. Strap side buckle pump with leather soles, rubber heels. Ship. wt. 1 lb. 6 oz.
53 B 1250—Black Patent Leather.
Sizes: 8½ to 12 \$2.49
Sizes: 12½ to 3 \$2.79

[F] Walled-Toe Casual
Roomy walled-toe leisure style in Elkgrain Leather. Composition rubber soles, heels. Shipping weight 1 lb. 6 oz.
53 B 1173—Brown. State size.
Sizes: 8½ to 12 \$2.49
Sizes: 12½ to 3 \$2.79



\$2.49 UP

[G]



\$2.49 UP

[H]

Also
Pepper
Red



\$2.49 UP

[J]

[G] Smart "Moc" Oxford
A great favorite! Three-loop ghillie oxford in durable Elkgrain Leather. Popular moccasin vamp and a roomy walled last. Style at a price to please mother. Composition rubber soles and heels. State size when ordering. Shipping weight 1 lb. 6 oz.
53 B 1245—Brown.
53 B 1246—Black.
Sizes: 8½ to 12 Pair, \$2.49
Sizes: 12½ to 3 Pair, \$2.79

[H] Roomy Walled Toe A
Sturdily built and styled for action, this attractively perforated oxford built on a roomy Perfected walled last for growing feet. Long-wearing Elkgrain Leather, with moccasin vamp. Composition rubber soles and heels. State size when ordering. Shipping weight 1 lb. 6 oz.
53 B 1247—Brown.
53 B 1248—Pepper Red.
Sizes: 8½ to 12 Pair, \$2.49
Sizes: 12½ to 3 Pair, \$2.79

[J] Patent Leather T-Strapper
A real thrill for the younger set. Dress T-strap side-buckle pump of gleaming Patent Leather with a pretty cut-out on the vamp. Enduring leather soles and rubber heels. Little daughter will be delighted with this and mother will like the low price.
53 B 1249—Black. Be sure to state size when ordering. Ship. wt. 1 lb. 6 oz.
Sizes: 8½ to 12 Pair, \$2.49
Sizes: 12½ to 3 Pair, \$2.79

"BELLAS HESS WELBILTS"

SIZES 8½ to 3
AGES ABOUT 3 to 9



Oxford
\$2.98

Hi-Shoe
\$3.29

\$3.49

\$2.98

Sizes
10 to 3

Leather Hi-Shoes or Oxfords

Put his best foot forward when he wears these handsome Blucher style shoes of sturdy Elkgrain Leather—whether you choose the oxford or the high shoe. The smooth leather takes a glistening polish. Decorated and stitched wing tip with a medallion—like Dad's shoes. No-Mark composition rubber sport soles and heels. Color: Brown only. Sizes: 10 to 3. State size. Ship. wt. 1 lb. 8 oz. \$2.98
53 B 1260—Oxford \$2.98
53 B 1261—High Shoe \$3.29

Sheepskin Cuffs! Leather Soles!

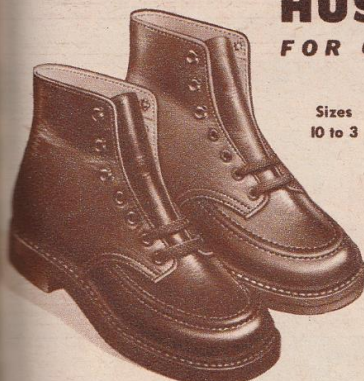
Smooth, supple Elkgrain Leather high shoe with generous cuffs of natural color shearling sheep's wool. Children love these cozy cuffs that keep their feet warm all winter long. Good-looking moccasin-style vamp. Quality leather soles; grain leather innersoles; rubber heels. Sizes: 8½ to 3. State size wanted when ordering. Ship. wt. 1 lb. 8 oz.
53 B 1257—White Elkgrain Leather. Pair, \$3.49
53 B 1258—Brown Elkgrain Leather. Pair, \$3.49

Springy-Sole Sports Model

Note their sturdy good looks . . . children step out proudly in these comfortable Blucher style oxfords in two shades of Brown Elkgrain Leather. The vamp sports a jaunty moccasin-effect overlay, and the quarter is leather-lined for longer wear. Sturdy No-Mark composition rubber soles and heels. Built on a walled-toe last—plenty of room for growing feet.
53 B 1259—Color: Two-Tone Brown only. Sizes: 8½ to 3. State size wanted when ordering. Ship. wt. 1 lb. 6 oz. \$2.98

HUSKY LEATHER VALUES

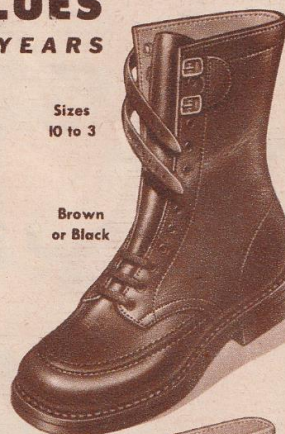
FOR CHILDREN ABOUT 3 to 9 YEARS



Sizes
10 to 3

Hook and Eye High Shoes

\$2.98 Smooth Elkgrain Leather Blucher high shoe with the popular sporty moccasin-effect vamp. Hooks and eyelets. A long-wearing, sturdy shoe that's built to "take it" from active boys and girls. No-Mark composition rubber soles and heels. Sizes: 10 to 3. State size wanted when ordering. Ship. wt. 1 lb. 6 oz.
53 B 1251—Brown Elkgrain Leather.
53 B 1252—Black Elkgrain Leather. Pr., \$2.98



Sizes
10 to 3

Brown
or Black

7-Inch Buckled Hi-Cuts

These sturdy 7-inch hi-cuts will keep their feet warm and dry. Two straps and buckles. Ever-popular moccasin-like vamp for good looks, roomy comfort. In smooth Elkgrain Leather. No-Mark composition rubber soles and heels. Girls' and Little Boys' Sizes: 10 to 3. State size when ordering. Ship. wt. 1 lb. 8 oz.
53 B 1255—Brown Elkgrain Leather.
53 B 1256—Black Elkgrain Leather. Pr., \$3.98

Elkgrain Leather Majorettes

\$3.98 There's real big sister styling in little sister's majorette boots. They're made of supple Elkgrain Leather, with carefully cut tops and tantalizing tassels . . . she'll love to wear them! The soles are durable leather, and the heels are soft-stepping rubber. Sizes: 8½ to 2. State size wanted when ordering. Ship. wt. 1 lb. 8 oz.
53 B 1124—White Elkgrain Leather.
53 B 1125—Brown Elkgrain Leather. Pair, \$3.98



Sizes
8½ to 2

Your Dressy High Shoes

Dress-up high shoes to give little feet the support they need. Blucher style, with a plain toe and print-crease vamp. In your choice of two fine dressy leathers: shiny Black Patent or dazzling White Elkgrain. Quality leather soles and easy-walking rubber heels. Sizes: 8½ to 2. State size wanted when ordering. Ship. wt. 1 lb. 6 oz.
53 B 1253—White Elkgrain Leather.
53 B 1254—Black Patent Leather. Pr., \$2.98



Sizes
8½ to 2

REG. U.S.
PAT. OFF.

PERFECTREDS

FIRM SUPPORT FOR YOUNG FEET

LEATHER MAJORETTES

SIZES 4 to 8
Ages About 2 to 3

← Thrifty and
Cute

\$249

Baby sister has her majorette boots, too! In sturdy Leather with No-Mark composition rubber soles and heels. Sizes: 4 to 8. State size wanted. Shipping weight 1 lb.

53 B 1017—Brown.
53 B 1018—White.
Pair, \$2.49

← Strap and
Buckler

\$298

The majorette smoothie, laced at the side, buckled in front, trimmed with gold color nailheads. Sturdy leather soles; spring heels. Infants' Sizes: 4 to 8. State size. Ship. wt. 1 lb.

53 B 1021—White
Leather.
53 B 1030—Brown
Leather. Pr., \$2.98

The "Cowboy"
← Our Finest

\$349

Your little bronco-buster will adore these Elkgrain Leather Cowboy boots with leather make-believe spurs. An embossed galloping horse and rider on the side. Leather soles; spring heels. Infants' Sizes: 4 to 9. State size. Ship. wt. 1 lb.

53 B 1035—Brown.
53 B 1036—White.
Pair, \$3.49



Sizes
4 to 9

Also
White

Sizes
4 to 8

SUPERIOR QUALITY LEATHER FOR BABY'S SHOES

The Roman sandal—so popular for tots. Choice of two fine leathers. Leather soles; lift heels. Infants' Sizes: 4 to 9. State size. Ship. wt. 1 lb.

53 B 1019—Black Patent
Leather.
53 B 1020—White Elkgrain
Leather. Pair, \$2.59

Blucher-type high shoe for the younger members of the family. Has quality leather soles and spring heels. Sizes: 4 to 8. State size. Shipping weight 1 lb.

53 B 1215—White Elkgrain
Leather.
53 B 1216—Black Elkgrain
Leather. Pair, \$2.29

To keep baby's feet warm and cozy, shoe with natural color shearing cuff. Leather soles; rubber heels. Infants' Sizes: 4 to 8. State size. Ship. wt. 1 lb.

53 B 1031—Brown Elk
Leather.
53 B 1032—White Elk
Leather. Pair, \$2.49



[A]

Sizes
4 to 8

[C]

Sizes
5 to 8

CHOICE

\$198
PR.

Oxford
or Shoe

TINY FEET DESERVE THESE FINE LEATHER SHOES

[A] The Sandal. Adorable T-strap side-buckle pump in Patent Leather for the members of the youngest set. They love the shiny finish. Flexible leather soles and rubber spring heels.

53 B 1026—Black. Sizes: 4 to 8. State size. Ship. wt. 1 lb. \$1.98

[B] The Oxford. Soft long-wearing Leather in this 4-eyelot blucher style oxford. Flexible leather soles; spring heels. Sizes: 4 to 8. State size when ordering. Ship. wt. 1 lb.

53 B 1024—Brown Leather.
53 B 1025—Black Patent
Leather. Pair, \$1.98

[C] Plain-toe high shoe of soft Leather. Flexible leather soles; spring heels. Sizes: 5 to 8. State size when ordering. Ship. wt. 1 lb.

53 B 1027—White Leather shoe.
53 B 1028—Brown Leather shoe.
53 B 1029—Brown Leather shoe. Pair, \$2.49



Sizes
4 to 13

89

SIZES 4 to 8 and 8½ to 12. . . AGES ABOUT 2 to 7

Patent Leather Pump

The classic "Mary Janes" in shiny Patent Leather. The single strap buckles on the side. Plain toe. Long-wearing leather soles and heels. State size. Ship. wt. 1 lb.

53 B 1023—Black. Sizes: 4 to 8. Spring heel. \$2.19
53 B 1024—White. Sizes: 8½ to 12. Lift heel. \$2.69

T-Strap Sandal

Little-girl version of the T-strap style. Choice of leathers. Leather soles, heels. State size. Ship. wt. 1 lb.

53 B 1108—Black Patent
Leather.
53 B 1109—White Leather.
Sizes: 4 to 8. Spring
heels. \$1.98
53 B 1110—White Leather.
Sizes: 8½ to 12. Lift
heels. \$2.29

Leather Hi-Shoe

Our finest leather makes these blucher-type high shoes something special for small boys and girls. Plain toes. Leather soles and heels. State size when ordering. Ship. wt. 1 lb.

53 B 1413—White Leather.
53 B 1414—Brown Leather.
Sizes: 4 to 8. \$2.29
53 B 1415—White Leather.
Sizes: 8½ to 12. \$2.79

Roman Sandal

Favorite dress-up style—daring Roman sandals in soft Leather. Strong leather soles and heels. State size. Ship. wt. 1 lb.

53 B 1884—Black Leather.
53 B 1885—White Leather.
Sizes: 4 to 8. Spring
heels. \$2.19
53 B 1886—White Leather.
Sizes: 8½ to 12. Lift
heels. \$2.39

BUNNY SLIPPER

For the very young and older brothers and sisters. Cuddly-warm bunny slipper of soft Leather. Lined with genuine shearing sheep wool. Cushiony padded sole.

53 B 1123—Brown. Sizes: 4 to 13; whole sizes on State size when ordered. Ship. wt. 1 lb. \$2.49



TOPS FOR TEENS! AND THRIFTY, TOO! \$2.49

Elkgrain Party Tie

[D] Party-going pumps — pretty as can be, and practical, too! The 1-inch low wedge heels are perfect for walking or dancing comfort; sturdy leather soles. Made of good quality smooth Elkgrain Leather; perky bow ties. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 8 oz.

53 B 1475—Brown Elkgrain Leather.
53 B 1476—Black Elkgrain Leather. Pair, \$3.98

It's New! It's a Bootee

[E] Now big girls wear bootees, too! They're the smartest things on two feet. In smooth Elkgrain Leather — comfortable as a slipper. Laced moccasin-like vamp; No-Mark composition rubber soles and heels for miles of wear. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Shipping weight 1 lb. 10 oz.

53 B 1473—Brown Leather.
53 B 1474—Pepper Red Leather. Pair, \$3.29

Shirred Vamp Flatie

[F] Really on the beam — our baby ballerina of Suede Fabric has a vamp that's cut out and shirred, laces that tie at the instep. Just-right platforms; leather soles; low flatie heels. Sizes: 4 to 9; also half sizes. C (medium) width. State size wanted. Shipping weight 1 lb. 6 oz.

53 B 1469—Brown.
53 B 1470—Black.
74 B 427—White.
74 B 428—Pepper Red. Pair, \$2.49



Also Red, White, Black



Sizes 3 to 9

[K]

[L]

For Girls and Teens

Leather Buckle Casual

[G] Strap 'n' buckle moccasins made on a comfort-first last. Their casual good looks are always in style. Smooth, sturdy Leather; leather-laced vamp and kick-off back. Long-wearing No-Mark composition rubber soles and heels. Sizes: 3 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 8 oz.

53 B 1466—Brown.
53 B 1467—White.
53 B 1468—Black. Pair, \$2.98



Also Black

[G]

Sizes 3 to 9

Dress-Up Lo-Heelers

[H] Super-terrific slide-in pumps, gored for perfect, snug fit. The vamp, prettied up by a style-bright overlay with a tiny bow, is pin-tucked and stitched for dressy good looks. Sturdy composition rubber soles for plenty of plain and fancy footwork; 1-inch rubber-top heels. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 8 oz.

53 B 1471—Antique Brown Leather.
53 B 1472—Pepper Red Elkgrain Leather. Pair, \$3.69



\$3.69

[H]

LEATHER SMARTIES PRICED LOW

They're Dynamite in Suede!

They're dynamite in Suede! — the newest sandals in Suede Leather make fashion headlines for your feet. T-strap, side buckling sandal, open at toe and toe. Extension soles. No-Mark composition rubber soles and low flatie heels.

53 B 1455—Black. Sizes: 3 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 6 oz. \$2.98

Tap-Dancing Shoes

For dancing feet! The traditional dancer's one-eyelid tie with a Patent leather vamp and Simulated Patent quarter. Sturdy composition soles; 1-inch dancing heels. Metal taps included.

53 B 1447—Black. Girls' Sizes: 12 to 3; also half sizes. \$2.98

\$2.98

\$2.98

Strap 'n' Buckle Flatie

[J] Your pet low-heeled sling pumps with a jaunty diagonal strap . . . makes your foot look smaller. Easy-to-walk-on platforms; quality leather soles; flatie heels. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 8 oz.

53 B 1465—Brown Elkgrain Leather.
53 B 1464—Black Elkgrain Leather.
53 B 1463—Black Suede Leather. Pair, \$2.98



\$2.98

Also Black Elkgrain or Suede

[J]



Sophisticated Pouch

Fall fashion news in this smart, roomy, sophisticated pouch. Softly shirred front and back. Panier handle. Its big-city air will add style and dash to your simplest costume. Mirror included. Fully lined. Easy to get into—zip closing, metal zip pull. Choice of Plastic Patent or Plastic Calf. Size: 8 x 5½ inches. Shipping weight 1 lb. 6 oz.

25 B 4152—Plastic Patent. Black only. . . . \$2.29
25 B 4151—Plastic Calf. Colors: Brown or Red. State color when ordering. . . . \$2.29



Twin-Handle Plastic Calf

Smart, wear-with-everything twin-handle bag. Made of long-wearing Plastic Calf. . . won't crack, won't peel. Convenient outside zip-top compartment—no danger of losing valuables. Secure metal zip-top closing and pull. Mirror included. Fully lined. A typical Bellas Hess value at our low budget-stretching price. For easy-to-attach prong initials see page 131.

25 B 4158—Colors: Black or Brown. Size: 10 x 7 in. State color. Ship. wt. 1 lb. 4 oz. \$2.29

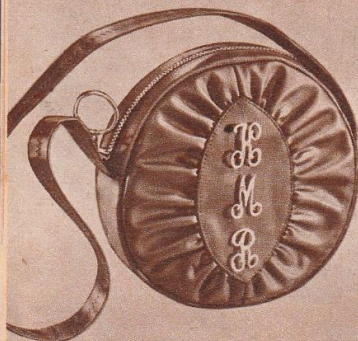


Gleaming Nailhead Trim

Attractive panter-handle bag of Plastic Patent or Plastic Calf (won't crack or peel). Smartly squared-off to look well with Fall and Winter suits and coats. Added fashion interest in the large gold color metal nailhead and large metal zip pull. Secure metal zip closing. Gracefully shirred front, deep side sets to give extra roominess. Inner pocket; mirror. Fully lined. Size: 7 x 8 in. Ship. wt. 1 lb. 4 oz.

25 B 4159—Plastic Patent. Black only. . . . \$2.29
25 B 4160—Plastic Calf. Brown only. . . . \$2.29

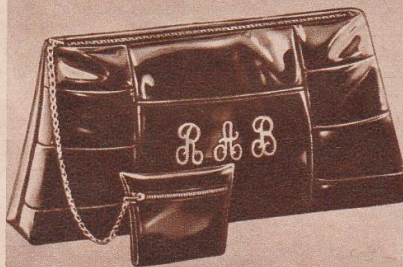
BEAUTIFULLY STYLED HANDBAGS



Over-the-Shoulder "Canteen"

The popular canteen shoulder-strap casual goes feminine for Fall. Long-lasting Plastic-coated fabric. Front diamond-shaped center is shirred all around to give a softer, "dressier" look. Metal zip closing; metal zip pull. Fully lined. For easy-to-attach prong initials, see page 131.

25 B 4107—Black, Turf Tan, Navy Blue or Red. Size: 8 inches in diameter. State color wanted. Ship. wt. 1 lb. 4 oz. . . . \$2.29



Clever Front Pocket

A smart novel design! Underarm zip-top bag with neat front pocket that holds small zip change purse . . . attached to bag by chain to prevent losing. Soft tucking either side of front pocket. Fully lined. Inner pocket; mirror. (Initials sold separately, see p. 131.) Size: 14 x 7 inches. Ship. wt. 1 lb. 6 oz.

25 B 4162—Black Plastic Patent. . . . \$2.29
25 B 4161—Brown Plastic Calf. . . . \$2.29



Economy Zip-Top Underarm

Popular Plastic Calf at a don't-miss low price. Long-wearing—won't peel or crack. Three rows of stitching part in center to give lovely shirred effect. Quality details that you expect to find in more expensive bags. Metal zip-top and zip pull. Fully lined. Inner pocket; mirror.

25 B 4154—Black, Brown or Red. Size: 11 x 7 inches. State color. Ship. wt. 1 lb. 6 oz. . . . \$1.98



Shirred Front and Back

Stitched twin handles on a metal-frame pouch. Pliable Plastic Calf, beautifully shirred front and back. Extra deep side gussets; wide bottom. Nice and roomy but not bulky. Fully lined. Inner pocket; mirror included.

25 B 4153—Black, Brown or Navy Blue. Size: 7 x 6 inches. Ship. wt. 1 lb. 4 oz. . . . \$1.98



Three Convenient Compartments

All contents are easy to find, neatly in place, in this three-section twin-handle bag. Sturdy metal frame. Attractive shirred front. Deep, roomy side gussets. Plastic Patent or Plastic Calf that wears and wears . . . won't crack or peel. Inner pocket; mirror. Fully lined. Size: 10 x 7½ inches. Ship. wt. 1 lb. 4 oz.

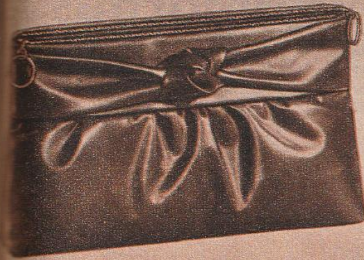
25 B 4156—Black Plastic Patent. . . . \$2.29
25 B 4157—Black or Brown Plastic Calf. \$2.29



Spacious Underarm Zip-Top

Three diagonal panels with slide shirring form a smart design. Metal zip-top closing and ring pull. Fashioned of durable Plastic Calf . . . won't crack or peel and can be wiped clean in a jiffy with a damp cloth. Inner pocket; mirror included. Fully lined. (Initials sold separately, see page 131.)

25 B 4155—Black or Turf Tan. Size: 7½ x 9½ inches. State color. Ship. wt. 1 lb. 2 oz. . . . \$1.98



Double-Zip Bow Charmer

Two separate compartments, each with zip-top closing, make contents simple to find, easier to keep neat and orderly. Rich-looking, dressy fashion leader in wonderful Plastic Patent or Plastic Calf... won't crack or peel. Wipes clean in a jiffy with damp cloth. Gathered bow-ant forms cuff effect. Inner pocket and mirror. Fully lined. Size: 13 x 8 inches. Shipping weight 1 lb. 6 oz.

25 B 4145—Plastic Calf, Black or Brown. \$3.49
25 B 4146—Black Plastic Patent. \$3.49



CHOICE OF FINE BAGS IN RICH GENUINE LEATHER

Sculptured underarm favorite—a stunning wear-with-everything underarm bag in soft, luxurious genuine Leather that you'll prize for its durability and simple elegance. The front features deeply sculptured horizontal lines relieved by two interesting diamond-shaped designs, plus a deep front cuff. Metal zip top closing and decorative pull. Inner pocket, mirror.

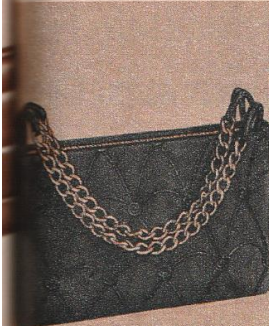
25 B 4139—Black or Brown. Size: 12 x 7 inches. Ship. wt. 1 lb. 4 oz. \$4.79



Beautiful bag of supple, rich-looking genuine Leather that displays fine quality and excellent taste in every line. A favorite pouch style, deeply shirred, with a sturdy, attractively knotted handle. Stunning with new Fall suits, coats, dresses. Flat bottom—gives roomier space inside. Metal zip-top with lovely chain and ring pull. Inner pocket and mirror.

25 B 4140—Black, Brown or Red. Size: 10 x 6 inches. State color when ordering. Ship. wt. 1 lb. 6 oz. \$4.79

FOR YOUR FALL OUTFIT ALL PRICES INCLUDE 20% GOV'T TAX ON BAGS



Twin Chain Charmer

Such a fashion-wise bag... looks dollars more than this low Bellas Hess price! Sturdy double chain handle of gold color metal. Novel embroidery trim on soft Plastic Suede (color won't come off... wears beautifully). It teams well with any outfit. Metal zip-top. Change purse and mirror included.

25 B 4138—Black or Brown. Size: 10 x 9 1/2 in. Ship. wt. 1 lb. 4 oz. \$2.29



Box-Effect Beauty

Our box-effect pouch is softly constructed on roomy lines. Designed for long duty, has sturdy metal frame, fancy snap closing. Inside zip compartment and inner pocket. Mirror. Size: 6 1/2 x 10 x 3 1/2 inches. Ship. wt. 1 lb. 6 oz.

25 B 4144—Alligator-grain Plastic. Colors: Brown or Red. \$2.98
25 B 4143—Plastic Calf. Colors: Black or Turf Tan. \$2.98

IT'S NEW! THE SWAGGER POCKET POUCH

\$3.49

An elegant twin-handle pouch, ideal for women whose bag must hold a lot. Cleverly constructed for extra roominess, with a wide deep pocket on each side of zip-closed center pocket. Dress-maker shirring front and back lends a soft, dressy touch. Ornamental zip-pull. Change purse; mirror. Made of non-crack, non-peel Plastic Patent or Plastic Calf. Fully lined. Size: 10 x 9 in. Ship. wt. 1 lb. 6 oz.

25 B 4147—Black Plastic Patent. \$3.49
25 B 4148—Brown Plastic Calf. \$3.49



Hand-Laced—3-Way Zip

Women's smart embossed Plastone (new simulated leather) bill fold; contrasting hand-laced, 3-way zip closing. Coin purse with side gusset, 2 swing picture windows, identification window.

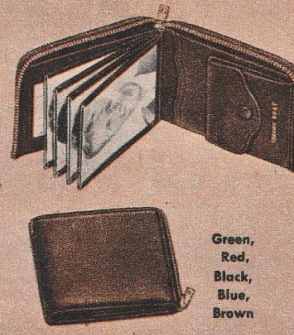
25 B 4149—Black with Red; Red with Black; Brown with Tan; Green with Black. 4 1/4 x 3 1/2 in. closed. Ship. wt. 6 oz. \$1.15



"French" Style Purse

Compact! Roomy! Smart! Latest "French" style shopper's purse. Has zip-closing coin compartment, bill pocket, handy key chain. Secure snap fastener. Soft Plastic Calf in lovely colors.

25 B 4150—Black, Brown, Red or Kelly Green. Size: 4 x 3 inches closed. State color wanted. Shipping weight 4 oz. \$69¢



Genuine Goatskin Leather

Our finest women's billfold. Long-wearing genuine Goatskin... 2-way zip. Individually boxed—makes a wonderful gift. Secret side pocket; snap coin purse; 4 swing windows; identification window; bill pocket.

25 B 4074—Black, Blue, Brown, Red or Green. 4 x 3 1/4 in. closed. State color. Ship. wt. 6 oz. \$1.69



Gleaming Initials

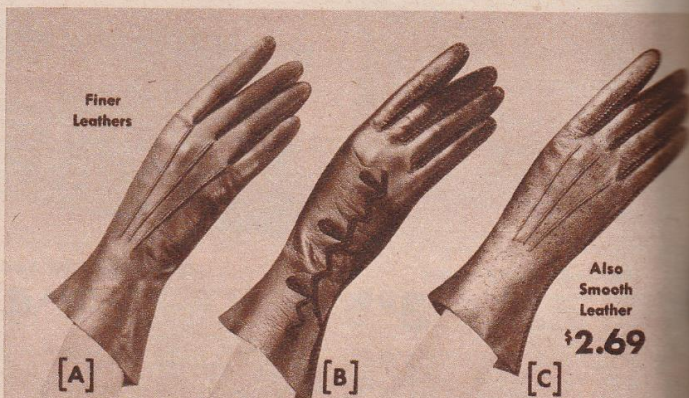
Add a personal, expensive-looking touch to your bag with these script initials. Gold color metal. Prong style 1 1/2 in. high. All initials except X. State initials.

25 B 4130—Ship. wt. 2 oz. 35¢ Each: 3 for \$1.00

NATIONAL BELLAS HESS 131



Gloves Go Glamorous



Nailhead Bracelet-Effect
Top value in luxurious styling. You'll be proud to show off these stunning gloves on any occasion. They go especially well with the new Fall suits and the attractive coats that are being shown this year. Carefully fashioned of rich Sueded Rayon in the 12-inch length you love. Brilliant nailheads sparkle at the wrist to form a bracelet-effect. You'll love the way they dress up sports clothes, blend with dressier outfits. Three darts on back for smooth fit. Dry clean. **25 B 5022**—Black or Brown. **Half Sizes: 6 to 8½.** See "How to Order," p. 197. State color and size. Shipping weight 4 oz. **\$1.79**

Imported Capeskin
[A] Superior quality slip-on gloves of soft imported Capeskin Leather. Expertly made, with smooth-finished seams to make your hands look slender. Three darts on back. Dry clean. **25 B 5028**—Black, Brown or White. **Quarter Sizes: 6 to 8½.** Length about 9½ inches. See "How to Order," p. 197. State color, size. **\$2.98**
Ship. wt. 4 oz.

Corde Trim Capeskin
[B] Elegant slip-on gloves of soft imported Capeskin Leather. Trimmed with expensive looking Corde embroidery. Whipstitched sides and fingers. These gloves are handsome, sturdy. Dry clean. **25 B 5029**—Black, Brown or White. **Quarter Sizes: 6 to 8½.** Length about 10 inches. See "How to Order," p. 197. State color, size. **\$2.98**
Ship. wt. 4 oz.

Capeskin Classic
[C] Imported Capeskin Leather slip-ons. Strong side and finger seams. Dry clean. **Quarter Sizes: 6 to 8½.** Length 9½ in. Ship. wt. 4 oz. **25 B 5026**—Pig-Tex finished Capeskin Leather. Black, Cork or Oatmeal. **\$1.98**
25 B 5027—Smooth-finished Capeskin Leather. **\$2.69**
Black or Brown...



RICH-LOOKING COTTON GLOVES FOR ALL OCCASIONS

[D] Sparkling Nailheads
Eye-catching nailheads trim the backs of these lovely Cotton gloves. Sturdy seams. Dry clean. **25 B 5023**—Black or Brown. **Half Sizes: 6 to 9½.** Length 11 inches. See "How to Order," p. 197. State color and size wanted. **\$1.49**
Ship. wt. 4 oz.

[E] Cute with Corde Trim
Rich Corde trims these dress-up favorites. Carefully made of soft, washable Cotton. **25 B 5024**—Black or Brown. **Half Sizes: 6 to 9½.** Length about 11 inches. See "How to Order," page 197. State color and size. **\$1.49**
Ship. wt. 4 oz.

[F] Dainty Embroidery
For important occasions, these Cotton gloves with delicate embroidery trim. Washable. **25 B 5025**—Black or Brown. **Half Sizes: 6 to 8½.** Length about 10½ inches. See "How to Order," p. 197. State color and size. **98c**
Ship. wt. 4 oz.

[G] Whipstitched Shorties
Trim-fitting shorties of durable duplex Cotton. All seams whipstitched. Washable. **25 B 5033**—Black, Brown or White. **Half Sizes: 6 to 9½.** Length about 10 inches. See "How to Order," p. 197. State color, size. Ship. wt. 4 oz. **\$1.49**

[H] Pretty Pintucks
Carefully made of fine quality Cotton with rows of pintucks across the back. Washable. **25 B 5032**—Black, Brown or White. **Half Sizes: 6 to 9½.** Length about 13 inches. See "How to Order," page 197. State color and size. **\$1.39**
Ship. wt. 4 oz.

[J] Washable ... at a Budget Price
Thrifty long-wearing smart Cotton gloves. Three rows of pintucks border the top. Washable. **25 B 5031**—Black, Brown or White. **Half Sizes: 6 to 9½.** Length about 10½ inches. See "How to Order," page 197. State color and size. **87c**
Ship. wt. 4 oz.



Leather
← **'n' Fabric**
The very latest — Fashion's wonderful glove idea! The palm side is made of soft, sturdy Cotton and the back of smooth Capeskin Leather. Three tailored pintucks assure perfect fit. Dry clean. **25 B 5030**—Black or Brown. **Half Sizes: 6 to 8½.** Length about 11½ inches. See "How to Order," page 197. State color and size wanted. Ship. wt. 4 oz. **\$1.98**



KNIT GLOVES

100% Wool knitted gloves. Dry clean. See "How to Order," p. 197. Ship. wt. 4 oz.
25 B 5034—Women's Sizes: Small (6 to 6½); Medium (7 to 7½); or Large (8 to 8½-9). Colors: Black with Malze; White with Black; Malze with Brown; or Red with White. **\$1.19**
25 B 5035—Children's Sizes: 1 (2 to 3½ yrs.); 2 (4 to 5½); 3 (6 to 7½); 4 (8 to 9½); 5 (10 to 11½); 6 (12 to 14 yrs.). Colors: Brown, Red, Navy Blue. **97c**



SPECIAL PURCHASE!

Luxurious Leather Shoe Fashions for Fall

\$5 and \$6 Quality

*Your
choice*

\$2.98
PAIR

A and C WIDTHS

[K] Kid Leather Bow Pump

You know how a bow makes your foot look much shorter. Here is a perky novel design bow atop our fine quality grained Kid Leather pump. Open toe; 2 1/4-inch Cuban heel; quality leather soles. At a very special price.

74 B 645—Color: Black only. State size and width wanted. Ship. wt. 1 lb. 8 oz. Sizes: 5 1/2 to 9; also half sizes. A (narrow) width.

Sizes: 4 to 9; also half sizes. C (medium) width. Pair, \$2.98

[L] Black Suede Step-In

Such a lovely pump . . . new cut-out vamp and flattering sweetheart throat for pretty compliments to your foot, for daytime or dancetime. Fashioned of good quality Suede Leather with open toes. Interesting stitching. You can tell at a glance they're worth more than our price. Leather soles; comfortable 2 1/4-inch Cuban heel.

74 B 644—Black only. State size and width. Shipping weight 1 lb. 8 oz. Sizes: 5 1/2 to 9; also half sizes. A (narrow) width.

Sizes: 4 to 9; also half sizes. C (medium) width. Pair, \$2.98

[M] Calf Spectator

New excitement has been added to your walled-toe "spectator." Have it with a very high (2 3/4-in.) heel or a 2 1/4-in. Cuban heel. Flattering heart-shaped vamp. In Calfskin Leather. Leather soles.

Sizes: 5 1/2 to 9; also half sizes. A (narrow) width. Color: Black.

Sizes: 4 to 9; also half sizes. C (medium) width. Color: Black.

74 B 639—With 2 3/4-inch high heel. 74 B 640—With 2 1/4-inch Cuban heel. Ship. wt. 1 lb. 8 oz. Pair, \$2.98

[N] Button-Trim Calf Leather

A pert little pump that shines up to your Fall and Winter fashions. You'll like the neat and novel two-button trim on the cut-out vamp. Made of soft, supple Calf Leather with leather soles; open toes. Flattering sweetheart throat to slenderize ankles and foot; 2 1/4-inch Cuban heel. State size and width when ordering. Shipping weight 1 lb. 8 oz. Sizes: 5 1/2 to 9; also half sizes. A (narrow) width.

Sizes: 4 to 9; also half sizes. C (medium) width.

74 B 641—Black. 74 B 642—Brown. Pair, \$2.98

Alligator-Grain or Calfgrain Low-Heeler

Step into the new season with these light-hearted perforated spectator pumps. You'll delight in their supreme comfort as well as casual good looks. Take your choice of smooth, soft Calfgrain Leather or Leather grained to look like genuine Alligator. Quality leather soles; 1 3/4-inch Cuban heels. Top favorite of co-ed and career girl . . . of all who insist on perfect ease combined with smart styling. And remember, thanks to this very special Bellas Hess scoop, you get terrific value for a low \$2.98.

Color: Brown only. State size and width when ordering. Shipping weight 1 lb. 8 oz. Sizes: 5 1/2 to 9; also half sizes. A (narrow) width.

Sizes: 4 to 9; also half sizes. C (medium) width.

74 B 637—Calfgrain Leather. 74 B 638—Alligator-grain Leather. Pair, \$2.98



BELLAS HESS 133

[A]
Gray or Black

[D]
High or Cuban Heels

[E]
Also Patent-Black

[B]
Also Black Suede Fabric

[C]
Black or Brown

Stylekraft

BUDGET FAVORITES... LEATHER SOLES

Your choice \$ **2.98** PAIR

WORTH \$4.00

[A] **High Wedgie Anklelette . . . New Fashion**
Grand gay ankle-strapper with 2¾-inch high wedgie heel—at a price that's no strain on your budget! Open toe and back; smart cut-outs on the vamp. Leather soles. **Sizes: 3 to 9; also half sizes. C (med.) width.** Wt. 1 lb. 8 oz.
74 B 622—Gray Suede Fabric. **Pair, \$2.98**
74 B 623—Black Suede Fabric. **Pair, \$2.98**

[B] **Walled-Toe Bow Pump, Comfortable!**
This adorable pump, prettied up by a saucy bow, features the roomy walled last that you know is so comfortable. Leather soles; 1¾-inch Cuban heels. **Sizes: 4 to 9; also half sizes. C (med.) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 629—Black Simulated Patent Leather. **Pair, \$2.98**
74 B 630—Black Suede Fabric. **Pair, \$2.98**

[C] **It's Dynamite! The Biggest-Selling Style in the Country!**
How you'll love this sweetheart two-strapper with the baby toe! It's dynamite—that's what it is! Leather soles; 1¼-inch college heels. **Sizes: 3 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 624—Black Suede Fabric. **Pair, \$2.98**
74 B 625—Brown Suede Fabric. **Pair, \$2.98**

[D] **Lover's Knot Platform Sandal**
A true lover's knot graces the front of this dainty sandal with the s-o-o high platforms. Black Suede Fabric with quality leather soles; choice of heels. **Sizes: 4 to 9; also half sizes. C (med.) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 620—With 2¾-inch high heel. **Pair, \$2.98**
74 B 621—With 2¼-inch Cuban heel. **Pair, \$2.98**

[E] **The High-Heel Baby-Toe Makes Footwear News**
Sweetheart of a step-in pump with a pert snub-toe short vamp and 2½-inch high heel. Glamorous as can be! Durable leather soles. **Sizes: 3 to 9; also half sizes. C (medium) width.** State size. Shipping weight 1 lb. 8 oz.
74 B 626—Black Suede Fabric. **Pair, \$2.98**
74 B 627—Black Simulated Patent Leather. **Pair, \$2.98**

SPOTLITE ON SHOES

On these pages, I've selected the most flattering shoe styles for Fall. You'll find glamorous high heels, high platforms, and perky "baby toes"; or new extension soles and comfortable Cuban or flattie heels. Your favorite wedgies, sandals, pumps and anklettes appear in Pepper Red, Town Brown, Pine Green and Midnight Black. Made in rich Patent, Kid, Calf and Suede Leathers, and tagged with such tiny prices that you'll want several pairs, now.

HELEN HESS

134 BELLAS HESS



Bellecraft

**LOVELY STYLES
FINER QUALITY**

\$ 3⁹⁸
CHOICE OF
SIX STYLES

THE ACCENT'S ON BLACK . . . IN CALFGRAIN . . .
SUEDE . . . PATENT . . . AND KID-FINISH LEATHERS

[F] BABY-TOE ANKLETTE

The dainty short vamp and round toe combine with an extra high (3-inch) heel to make style news! These pumps may be worn with or without the ankle strap — it's removable. Quality leather soles. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 656—Black Suede Leather.
74 B 657—Black Kid-effect Leather.
74 B 658—Black Patent Leather. . . . **Pair, \$3.98**

[J] KILTIE TONGUE STEP-IN

Open-toe pump with a gay kiltie tongue in gleaming Patent Leather. Extension soles of quality leather; 2½-inch Cuban heels. **Sizes: 4 to 9; also half sizes. C (medium) width.** Be sure to state size. Ship. wt. 1 lb. 8 oz.
74 B 664—Black Suede Leather with Black Patent Leather trim.
74 B 665—Black Calfgrain Leather with Black Patent Leather trim. . . . **Pair, \$3.98**

[G] WEDGIE BABY-TOE

Brand new — the Big Town wedgie — an off-side step-in pump with stubby toe and 1¼-inch wedgie heel. Flatters the foot that wears it. Quality leather soles. **Sizes: 4 to 9; also half sizes. C (medium) width.** Be sure to state size. Shipping weight 1 lb. 8 oz.
74 B 651—Black Suede Leather.
74 B 652—Black Patent Leather.
74 B 653—Black Calfgrain Leather **Pair, \$3.98**

[K] SHIRRED! DRESSY!

A pretty shirred lover's knot in Patent Leather is a fashionable footnote on this step-in pump. It highlights the cut-out vamp dotted with perforations. Open toe. Quality leather soles; 2½-in. Cuban heels. **Sizes: 4 to 9; also half sizes. C (medium) width.** Ship. wt. 1 lb. 8 oz.
74 B 661—Black Suede Leather with Patent Leather trim.
74 B 662—All-Black Patent Leather. **Pair, \$3.98**

[H] BABY-TOE PUMP

A tiny dainty bow adds extra spice to this prettily feminine baby-toe charmer. The vamp is cut out and perforated for smart styling and foot flattery. Quality leather soles; 1½-inch college heels are smart as well as comfortable. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Shipping weight 1 lb. 8 oz.
74 B 654—Black Patent Leather.
74 B 655—Black Kid Leather. . . . **Pair, \$3.98**

[L] PATENT LEATHER MODE

A grosgrain collar edges the top of this shiny Patent Leather pump . . . the famous style that many well dressed women always choose regardless of the season or the fashion of the day. It's so smart! Quality leather soles; choice of heels. **Color: Black. Sizes: 4 to 9; also half sizes. C (medium) width.** Ship. wt. 1 lb. 8 oz.
74 B 659—With 2½-inch high heel.
74 B 660—With 2-inch Cuban heel. **Pair, \$3.98**



BELLAS HESS 135

NATIONAL

Bellecraft
QUALITY

choice \$

WORTH
\$7.00

4.98
PAIR



Also
Fiesta Wine,
Pine Green

[B]
Also
Black



[C]
High
3 1/2 in. Heels



[A]
Also Black,
Country Gray

OUR FINEST HIGH PLATFORMS

soft supple leathers . . . beautifully made

←Suede Anklelette

[A] Wonderful soft Suede with a super platform (1/2-inch high) covered in blended Simulated Reptile. Slender ankle-strap; smartly squared-off toe. Leather soles; 2 3/8-in. high Cuban heels. **Sizes: 4 to 9; also half sizes; C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
73 B 3317—Brown Suede Leather.
73 B 3318—Black Suede Leather.
73 B 3319—Country Gray Suede Leather. **Pair, \$4.98**

Sling Pumps

[B] Sleek slings, tailored to smart perfection in Calfgrain Leather—polishes to a high luster. Sweetheart cut. Comfortable walled last and open backs; 1/2-inch leather-covered super platforms. Leather soles; 2 3/8-inch high Cuban heels. **Sizes: 4 to 9; also half sizes; C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
73 B 3320—Brown Calfgrain Leather.
73 B 3321—Black Calfgrain Leather. **Pair, \$4.98**

Genuine Kid

[C] Soft Kid Leather—flexible as a glove. This sling pump features the Paris-drape 1/2-inch leather-covered super platforms and marvelous 3 1/2-inch high stilt heel. Square off toes for trim new Quality leather. **Sizes: 4 to 9; also half sizes; C (medium) width.** Ship. wt. 1 lb. 8 oz.
73 B 3322—Brown Kid.
73 B 3323—Fiesta Kid.
73 B 3324—Pine Green Kid. **Pair, \$4.98**



CHOICE
\$4.98
PAIR

Also
Black or
Patent Leather

[D]

[E]

OUR FINEST CUBAN HEELS

[D] Suede or Patent Pump

High-cut dress-up pump with cut-out perforations all over the vamp. New closed back; demure open toe. Quality leather soles; 2 1/8-inch Cuban heels. **Sizes 4 to 9; also half sizes; C (med.) width.** State size. Ship. wt. 1 lb. 8 oz.
73 B 3325—Black Suede Leather.
73 B 3326—Black Patent Leather. **Pair, \$4.98**

[E] Queen Anne Slings

Checked Queen Anne sling pumps—the short vamp makes your foot look Cinderella-small. Open toe and back. Leather soles; 2 1/8-inch Cuban heels. **Sizes: 4 to 9; also half sizes; C (med.) width.** Ship. wt. 1 lb. 8 oz.
73 B 3339—Brown Suede with Brown Alligator-Grain Leather.
73 B 3340—Black Suede with Black Alligator-Grain Leather.
73 B 3322—Black Patent Leather. **Pair, \$4.98**



\$4.59
Incl. Tax

ZIP-TOP UNDERARM BAG IN SUEDE OR CAPEKIN LEATHER

Classic handbag beloved by style-conscious women. Distinctive shirring trims both sides of the front panel; a decorative metal "pull" makes it easy to zip open or close. Fully lined. Inside pocket; handy mirror. (For initials see 25 B below.) **Colors: Black or Brown. Size: 6 1/2 inches.** State color wanted. Ship. wt. 1 lb. 8 oz.
25 B 4136—Suede Leather.
25 B 4137—Capeskin Leather. **\$4.59**
Each, including tax

BAG INITIALS

25 B 4130—Yellow Gold color Metal. Patent style, 1 1/2 inches high. State initial wanted. (All initials except X.) Ship. wt. 2 oz.

35c Each; 3 for \$1.00



Bellecraft VELVETY SOFT SUEDE LEATHERS
THREE LOVELY STYLES \$ **3.98** PAIR WORTH **\$5.00**

[F] Pretty Bow Pump
Wintering footnote for your Fall and Winter wardrobe—an open-toe dress-up pump with a useful self bow—a shoe fashion that goes with everything. Exceptional value. Your choice of two fine quality leathers. Quality leather soles; 1 3/4-inch Cuban heels. **Sizes 4 to 9; also half sizes. C (medium) width.** State size when ordering. Shipping weight 1 lb. 8 oz.
74 B 631—Black Suede.
74 B 632—Black Patent Leather. Pair, \$3.98.

[G] Smart Sling Pumps
Most attractive and most youthful—these skyscraper wedge heels—a full 2 1/2 inches high! Plump platforms! Smartly simple styling! Open toe and back; quality leather soles. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size when ordering. Shipping weight 1 lb. 8 oz.
74 B 633—Black Suede with Black Alligator-grain Leather trim.
74 B 634—Black Suede with Red Alligator-grain Leather trim. Pair, \$3.98

[H] Anklelette Platform Sandal
Eye-catching newest Fall style—heart-warming price! Open-toe, open-back sandal with a dressy, feminine scalloped vamp with tricky cut-outs—an anklelette style for your gay moments. Generous platforms. Quality leather soles. Choice of high or Cuban heel. In velvety Suede Leather. **Color: Black. Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 635—With 3-inch high heel.
74 B 636—With 2 1/4-inch Cuban heel. Pr., \$3.98



COMFORT PLUS STYLE SIZES 4 to 10 D WIDTH
FEATURING THE FAMOUS "FEATHERSTEP" ARCH CONTROL \$ **4.69** PAIR

[J] Soft Kid Leather with Patent
Cover side gores, the "Featherstep" arch control built into a wall last make this dressy step-in pump one of the most comfortable shoes you've ever walked in. Well made of Kid Leather on smart modernizing lines, with a shiny Patent Leather overlay and perforated designs that add greatly to dress-up air. Quality leather soles; 1 3/4-inch Cuban heels. **Color: Black.**
73 B 3309—**Sizes: 4 to 10; also half sizes. D width (wide.)** Ship. wt. 1 lb. 8 oz. \$4.69

[K] Perfed Calfgrain Leather
The all-time popular oxford in smooth Calfgrain Leather. Built on a comfortable wall last, with "Featherstep" arch control. Vamp is perforated and stitched to give a swagger moccasin effect. Quality leather soles for enduring wear; 1 3/4-inch Cuban heels for firm comfort. **Sizes: 4 to 10; also half sizes. D width (wide.)** State size when ordering. Shipping weight 1 lb. 8 oz.
73 B 3307—Brown Calfgrain Leather.
73 B 3308—Black Calfgrain Leather. Pair, \$4.69

[L] Calfgrain Leather Pump
Handsome, practical step-in pumps, with attractively pinked and perforated shield vamp to grace your foot. Wonderfully smart with your suits and casual dresses. "Featherstep" arch control and roomy wall last for complete comfort. Quality leather soles; 1 3/4-inch Cuban heels. **Sizes: 4 to 10; also half sizes. D width (wide.)** State size. Shipping weight 1 lb. 8 oz.
73 B 3313—Brown Calfgrain Leather.
73 B 3314—Black Calfgrain Leather. Pair, \$4.69

Also Black
[A]

Also Brown
Elkgrain
[B]

Also Black
Patent or Suede
[C]

Also Black,
Pepper Red
[D]

Also
Black Suede
[E]

Also Black
Patent or Suede
[F]

Bellecraft

FINE LEATHER
HIT-PARADE
IN THE NEWEST FALL "STEP-OUT" STYLE

- BABY TOES
- ANKLE STRAPS
- PLATFORMS
- SQUARE TOES

\$ **4.45**
CHOICE OF
THE PAGE

[A] Leather Loop Oxford
Smart, practical women's Sued oxford, with a cleverly cut-out and stitched vamp trimmed in smooth leather. Quality leather soles; 2½-inch Cuban heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** Ship. wt. 1 lb. 8 oz. **74 B 758—Brown Suede Leather with Brown Elkgrain leather trim. 74 B 759—Black Suede Leather with Black Patent Leather trim. Pair, \$4.45**

[C] Gaily Trimmed Anklelette
Open toe and back, with a slim strap circling your ankle. Foot-flattering platforms; tricky vamp trim. Quality leather soles; 2½-in. Cuban heels. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Wt. 1 lb. 8 oz. **74 B 756—Cherry Coke Patent Leather. 74 B 757—Black Suede Leather. Pair, \$4.45**

[E] Low Wedge Sandal
Sure recipe for walking comfort and style: a leather-covered platform, 1½-inch wedge heel, ankle straps. Quality leather soles. Open toe and back. **Sizes: 4 to 9; also half sizes. C (medium) width.** Ship. wt. 1 lb. 8 oz. **74 B 753—Brown Elkgrain Leather. 74 B 754—Black Suede Leather. Pair, \$4.45**

[B] Dress-Up Wedgie
Broad straps and square-toe make your feet look much smarter. Here are new closed toes! The casual-like vamp; open back. The leather-covered platform; quality leather soles; 1½-in. wedge heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** Wt. 1 lb. 8 oz. **74 B 751—Black Suede-and-Patent Leather. 74 B 752—Brown Elkgrain Leather. Pair, \$4.45**

[D] Alligator-Grain Baby Pump
Super foot flattery! Handsome open-shank sandal pumps in alligator-grain leather, with 2½-inch high heel, demure round toes and an ankle strap. You'll love them with tailored, sports or dress clothes. Quality leather soles. **Sizes: 4 to 9; also half sizes. C (medium) width.** Wt. 1 lb. 8 oz. **74 B 748—Brown. 74 B 749—Pepper Red. 74 B 750—Black. . . . Pair, \$4.45**

[F] Baby-Toe Pump
Adorable pumps with saucy toes, zig-zag stitching, quality leather soles; 2-inch Cuban heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** Wt. 1 lb. 8 oz. **74 B 760—Hot Chocolate Patent Leather. 74 B 761—Black Patent Leather. 74 B 762—Black Suede Leather. Pair, \$4.45**

138 BELLAS HESS

\$498
[G]



\$498
[H]



Also Black
Calfgrain

*Fashion
Favorite!*

LUXURY LEATHER SUPER STYLES

Suede with Patent

Put out in style and comfort in these Suede leather pumps. Made of roomy walled last makes your foot shorter. Shiny patent leather trim on overlay and tiny crocodile-effect. Popular on leather soles; Cuban heel. **73 B 3327**—Black. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz. **Pair, \$4.98**

[H] Button Trim

Walled-toe pumps, expertly designed and carefully detailed. Attractive wide flap with novel button trim. Fashion's favorite extension leather soles; 2-inch Cuban heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz. **73 B 3343**—Black Patent Leather. **73 B 3344**—Black Calfgrain Leather. **Pair, \$4.98**

[J] Bracelet Platform

When you want to be most feminine and dressed up here's the style you choose. Embossed crocodile-effect leather with open toe, shank and heel. Charming vamp cut-outs, ankle strap, graceful 1/2-inch platform, very high (3-inch) heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz. **73 B 3345**—Town Brown. **73 B 3346**—Pine Green. **Pair, \$5.98**

\$598
[J]



Town Brown or
Pine Green

\$298
[K]



Also
Black
Suede

\$469
[L]



Black or
Town
Brown

\$398
[M]



Also
Black
Suede

SMART PUMPS AND A BAG TO MATCH

Patent Leather Baby Toe

So captivating! No wonder the "Baby-Toe" pump is tops for party. They're tops in comfort, too. Roomy toe and low-down college heel made for easy dancing. Good mixer with dress or daytime casuals. Quality leather. And an honorable mention to the low Bellas Hess price. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. **73 B 3341**—Black Patent Leather. **73 B 3342**—Black Suede Leather. **Pair, \$2.98**

Sweet Bow Pump

Give your "little girl" look about these smart pumps. Big grosgrain bow demure air and makes your foot look shorter. Perfect in dress or party. Not too tailored, not too right with all your long-wearing leather soles. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size wanted. **73 B 3341**—Black Patent Leather. **73 B 3342**—Black Suede Leather. **Pair, \$3.98**

[L] Square Toe . . . Bow Trim

The saddle-stitched leather extension sole underlines the smartness of these expensive-looking pumps. Perky bow and squared-off toe do wonders to make your feet look shorter. Just picture how well they'll go with your Fall suits and Winter wools. Fashioned of glove-smooth Calfgrain Leather, with 2 1/4-inch Cuban heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size wanted when ordering. Shipping weight 1 lb. 8 oz. **73 B 3341**—Black. **73 B 3342**—Town Brown. **Pair, \$4.69**

[N] Vanity Box Bag

How you'll love this clever version of the box bag! The top is framed in gold color metal; new wide self-material handle. Mirror conveniently mounted on lid; inner pocket; change purse. Fully lined. Exceptionally good value. **Size: 8 1/4 x 7 1/4 x 4 inches.** Shipping weight 1 lb. 4 oz. **25 B 4141**—Black Plastic Patent. **25 B 4142**—Brown or Black Plastic Calf. State color. **25 B 4163**—Black Suede-like Plastic. Ea., including 20% Gov't tax, **\$2.39**



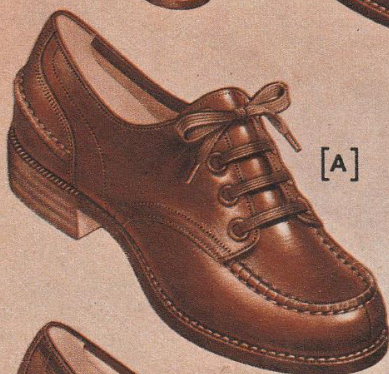
\$239
Tax
Included

Quality Leather **CAMPUS**
BELLAS HESS FAMOUS CO.-EDS.



OUR FINEST
GOODYEAR WELTS
FOR TOP VALUE

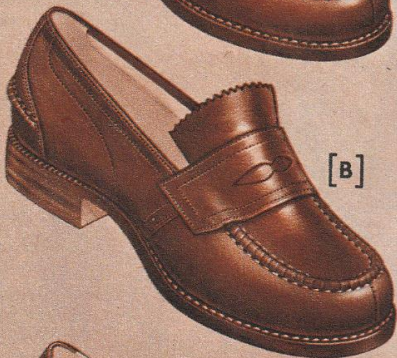
\$ **4.79**
CHOICE OF
FOUR STYLES



[A]

[A] "Moc" Vamp Oxford

Practical blucher oxford in sturdy Elkgrain Leather with a moccasin-like vamp. Goodyear welt construction means enduring wear. Roomy last for long-time walking comfort. Quality leather soles; leather-top flattie heels. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
73 B 717—All Brown.
73 B 716—Brown-and-White... Pair, \$4.79



[B]

[B] Popular Loaf-About

They cover every campus! These good-looking moccasin-vamp casuals with the popular kick-off back are made of long-wearing Elkgrain Leather. A wonderful value! Goodyear welt. Enduring quality leather soles; leather-top low heels. Ship. wt. 1 lb. 8 oz.
73 B 715—Brown. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. \$4.79

[C] Dress-Up Pump

Step-in pump with double-row stitching and raised pin-tucks on the vamp. Made of Elkgrain Leather. Goodyear welt construction spells quality and dependability. Quality leather soles; 1 5/8-inch leather Cuban heel. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Wt. 1 lb. 8 oz.
73 B 3294—Brown.
73 B 3295—Pepper Red... Pair, \$4.79

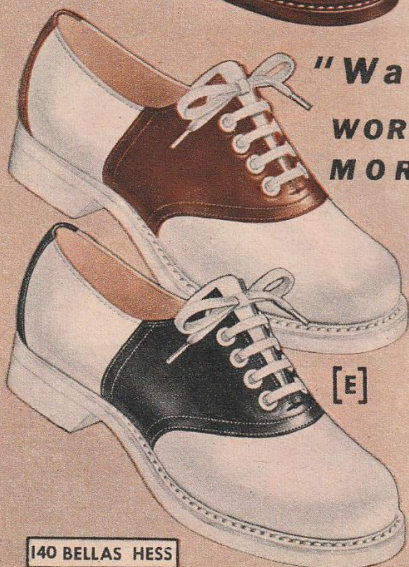
[D] Strap-and-Buckle Loaf-About

A swashbuckling style that appeals to the college crowd! Goodyear welt construction means more miles for your money! Straps stitched. Quality leather soles; 3/4-inch leather top flattie heels. **Sizes: 4 to 9; also half sizes. C (medium) width.** Wt. 1 lb. 8 oz.
73 B 3292—Brown Elkgrain Leather.
73 B 3293—Black Suede... Pair, \$4.79

C.O.D. SERVICE . . . SEE PAGE 198

"Walking-On-Air" Comfort

WORTH DOLLARS \$ **3.98**
MORE TODAY! CHOICE OF
TWO STYLES



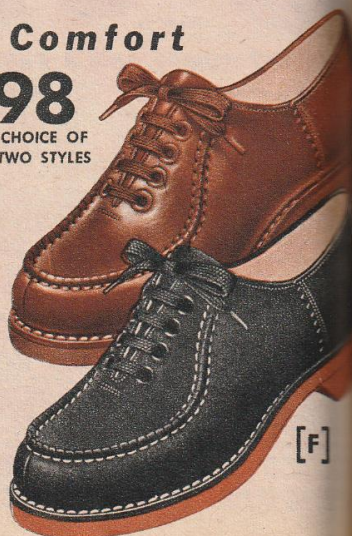
[E]

[E] Two-Tone Saddles

The college girl's favorite oxford. White Elkgrain Leather with contrasting saddle and back. Newest last and Goodyear welt construction. White composition rubber soles and heels—look so trim. **Sizes: 3 1/2 to 9; also half sizes. C (medium) width.** Ship. wt. 1 lb. 8 oz.
73 B 3296—White with Brown Saddle.
73 B 3297—White with Black Saddle.
Pair, \$3.98

[F] "Moc" Vamp Beauty

Introducing "Stompers"—the oxfords with the smart rugged lines and fashionable stubby toe. Moc-type vamp, outlined in stitching. Goodyear welts. No-Mark composition rubber soles, heels. **Sizes: 3 1/2 to 9; also half sizes. C (medium) width.** Wt. 1 lb. 10 oz.
73 B 3298—Brown Elkgrain Leather.
73 B 3299—Black Suede... Pair, \$3.98



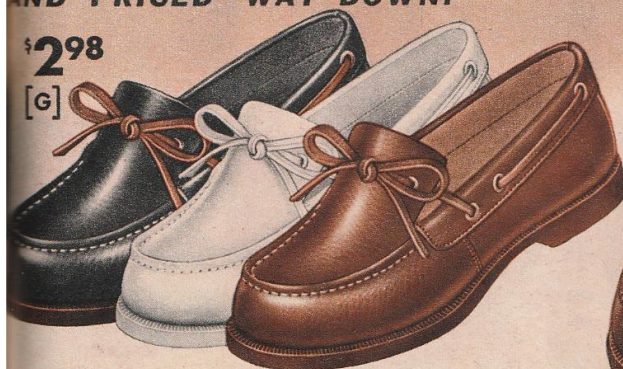
[F]

QUEEN Casuals

AND PRICED 'WAY DOWN!

\$298

[G]



Good Quality

\$198

Better Quality

\$298

[H]



Sports Favorites . . .

Low-Priced "Moc"

For wonderful foot freedom combined with sporty good looks, choose this moccasin-style smooth, sturdy Elkgrain leather. Perfect for the outdoors or just lounging about at home. Equally smart with slacks or casual dresses. No-Mark composition rubber soles and heels. **Sizes:** 3 to 9; also half sizes. **C (medium) width.** State size. Ship. wt. 1 lb. 8 oz. **73 B 456—White.** **73 B 457—Brown.** **73 B 490—Black. Pr., \$2.98**

[H] Indian-Style Moccasins . . . Two Qualities

Popular moccasins in choice of two grades of leather. No-Mark composition rubber soles and heels. **Sizes:** 3 to 9; also half sizes. **C (med.) width.** Ship. wt. 1 lb. 6 oz.

Good Quality Leather

73 B 3167—Brown. \$1.98

Better Quality Elkgrain Leather

73 B 3168—Brown. \$2.98

[J] Hand-Laced Leather "Moc"→

Most attractive Elkgrain Leather moccasins with interlacing done by hand. Durable No-Mark composition rubber soles and heels. **Sizes:** 3 to 9; also half sizes. **C (medium) width.** Shipping weight 1 lb. 8 oz.

73 B 3303—White.

73 B 3304—Brown.

73 B 3305—Pepper Red. Pair, \$3.98



[J]

Also
Pepper
Red

\$398

\$298

Also Pepper Red

[K]



\$279

[L]

Also
Black



Also
Black



[M]

\$369

"Pay Less" Leather Values!

Roomy Wall Toe

Teacher's (and pupil's) pet: the casual in Elkgrain leather or Suede, Moccasin-type vamp with wall toe. Neolite soles; rubber-top low heel. **Sizes:** 4 to 9; also half sizes. **C (med.) width.** State size. Ship. wt. 1 lb. 8 oz. **73 B 3300—Brown Elkgrain Leather.** **73 B 3301—Pepper Red Elkgrain Leather.** **73 B 3302—Black Suede Leather. Pair, \$2.98**

Thrifty Oxford

[L] The perfect companion for suits and sports clothes . . . at a decidedly low price. Made of fine Calgrain Leather on a roomy walled last. Print-crease vamp; composition rubber soles; 1-inch rubber-top heels. **Sizes:** 4 to 9; also half sizes. **C (medium) width.** State size. Ship. wt. 1 lb. 8 oz. **73 B 514—Brown.** **73 B 515—Black. Pair, \$2.79**

Gay Kiltie Tongue→

[M] College girls go for its comfort and practicality. You'll like its looks, too! Elkgrain Leather kiltie tongue oxford, trim and tailored, with a moccasin-effect vamp. Durable composition rubber soles, low rubber-top heels. **Sizes:** 4 to 9; also half sizes. **C (medium) width.** State size. Shipping weight 1 lb. 8 oz. **73 B 512—Brown.** **73 B 513—Black. Pair, \$3.69**

NATIONAL BELLAS HESS 141

[A]

\$3.45

[B]

\$3.45

Also
Black Suede

[F]

\$4.59

Sizes
4 to 10

[C]

\$2.98

Also
Suede
Fabric

[D]

\$2.69

NEWEST WEDGIES!

[A] Initialed Kilties
The new squared-off toe, basic wedge heels, and your initials in gold color metal on the kiltie tongue — they all add up to something really special. Platforms. Composition soles — outwear leather. Two initials included — state initial wanted (no Q or X). **Sizes: 4 to 9; also half sizes. C (medium) width.** Shipping weight 1 lb. 8 oz.
74 B 743 — Black Suede Leather.
74 B 744 — Brown Elkgrain Leather.
Pair, \$3.45

[B] Easy-Walking Slings
Novel design, streamlined for style! Two fine leathers to choose from! A wide band, brightened with a gold color bar, swoops across the front. For walking comfort there are the 1 1/4-inch low wedge heels and sling backs. Plump platforms: composition soles. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 745 — Brown Elkgrain Leather.
74 B 746 — Black Suede Leather.
Pair, \$3.45

[C] Baby-Toe Anklette
Your pet "Baby Doll" last, it makes your foot look so tiny and feminine. These smooth looking, smooth pumps have sweetheart-cut vamp and graceful ankle straps. High class backs. So new and "different"! Quality leather soles; 1-inch low wedge heels. **Sizes 4 to 9; also half sizes. C (medium) width.** State size when ordering. Shipping weight 1 lb. 8 oz.
74 B 741 — Black Simulated Patent.
74 B 742 — Black Suede Fabric.
Pair, \$2.98

[D] "Big Town" Wedgie
The latest thing a-foot! Our pet "Big Town" wedgie of Suede Fabric, closed all around and sports an eye-catching bow. Styled for the big time — or big moments. You'll love its self-assured good looks, and the way you can walk miles in it with comfort. Smooth, flattering lines; quality leather soles; low wedge heels. **74 B 747 — Black, Sizes: 4 to 9; also half sizes. C (medium) width.** State size. Shipping weight 1 lb. 8 oz.
Pair, \$2.69

[E] Finer Quality Oxford
Four-eyelet blucher oxford — perfect for sports wear or times when you're going to be "on your feet all day." The square walled toe assures plenty of roomy comfort; leather-covered platform; 1 3/8-inch wedge heels. Mocassin-style vamp. In sturdy Elkgrain Leather. **Sizes: 4 to 9; also half sizes. C (medium) width.**
74 B 737 — Brown Elkgrain Leather.
74 B 738 — Black Elkgrain Leather.
Ship. wt. 1 lb. 8 oz. Pair, \$4.98

[F] Square-Toe Kiltie
Roomy box toe! Mocassin vamp! Gold kiltie tongue . . . to say nothing of the platforms that make you feel you're walking on air, the comfortable 1 1/4-inch wedge heels. Made in smooth Elkgrain Leather. Flexible leather soles. **Sizes: 4 to 10; also half sizes. C (medium) width.**
74 B 739 — Brown Elkgrain Leather.
74 B 740 — Black Elkgrain Leather.
Ship. wt. 1 lb. 8 oz. Pair, \$4.59

142 BELLAS HESS

LEATHER CASUALS

So luxurious with tailored costumes



\$349
[G]

[G] Jaunty Walled-Toe Tailored Tie

There's elegance in every line of these smart Kid-effect Leather beauties and they feel as good as they look. Designed with walled last for walking delight. Double leather soles; 1 3/4-in. Cuban heels. Eyelet tongue tie; print-crease vamp. Sizes: 4 to 9; also half sizes. C (medium) width. Ship. wt. 1 lb. 8 oz.
B 271—Brown Kid-effect Leather.
B 272—Black Kid-effect Leather. Pair, \$3.49

[H] Sporty Extension Soles

For young-in-heart Shindigs are the snappiest-looking around! Cleverly styled with contrasting trim on vamp and mudguard; open toe. New extension soles of leather; 1 3/4-in. Cuban heels. Sizes: 4 to 9; also half sizes. C (medium) width. Ship. wt. 1 lb. 8 oz.
B 729—Brown Alligator-grain Leather with Brown Calfgrain Leather trim.
B 730—Black Suede Leather with Black Patent Leather trim. Pair, \$3.98

[J] Smartly Stitched Step-In

The fashion favorite of smart dressers everywhere—"specs" are so right for every occasion. These are in Calfgrain Leather and feature a walled toe and rows of stitching. Extension soles of sturdy leather. Choice of heights. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 8 oz.
B 733—Black with 2 1/2-inch high heel.
B 734—Black with 2-inch Cuban heel.
B 735—Brown with 2 1/2-inch high heel.
B 736—Brown with 2-inch Cuban heel. Pair, \$3.69



\$369
[J]

High or
Cuban
Heels



\$298

Supple Calfgrain Leather Spectator

Leave it to Bellas Hess to bring you such darling "specs" at such a low price! Styled in good quality Calfgrain Leather on your favorite walled last. These go-everywhere smarties sport gay perforations, comfortable 1 1/2-inch college heels and long-wearing leather soles. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Ship. wt. 1 lb. 8 oz.
B 727—Brown Calfgrain Leather.
B 728—Black Calfgrain Leather. Pair, \$2.98



\$349

Rich Alligator-Grain Leather Pumps

We've captured much of the expensive look of real alligator in these walled-toe "specs." Alligator-grain Leather, prettied up with a saucy bow. Long-wearing leather soles; 1 3/4-in. Cuban heels. Sizes: 4 to 9; also half sizes. C (medium) width. State size. Shipping weight 1 lb. 8 oz.
74 B 731—Brown Alligator-grain Leather.
74 B 732—Black Alligator-grain Leather. Pair, \$3.49

NATIONAL BELLAS HESS 143



NURSE-TYPE OXFORDS \$3.98 PAIR



← Kid Effect

[A] Our famous White Cross oxford, beloved by those who must be on their feet all day. Soft Kid-effect leather, perforated and stitched. Quality leather soles; 1½-in. rubber-top heel.

73 B 521—Black. Sizes: 4 to 9; also half sizes. B, C, D, E, EEE widths. State size and width. Ship. wt. 1 lb. 8 oz. . . . \$3.98

Perfed Elkgrain

[B] White Cross Blucher oxford in Elkgrain Leather. Stitched, perforated vamp and quarter. No-Mark composition rubber soles; 1½-in. heels. Sizes: 4 to 9; also half sizes. EEE (wide) width only. State size. Ship. wt. 1 lb. 10 oz. 73 B 3241—White. 73 B 3242—Brown. Pair, \$3.98

Popular "Gypsy" Style

[C] A White Cross gypsy-style oxford in soft Kid-effect Leather—combines style and comfort. Smart perfs for eye-appeal. Quality leather soles; 1½-inch rubber top heels. 73 B 507—Black. Sizes: 4 to 9; also half sizes. E and EEE widths. State size. Shipping weight 1 lb. 8 oz. . . . \$3.98

Brown or Black

[D] Dressy Blucher oxford—a White Cross style in Kid-effect Leather. Leather soles; 1¾-in. Cuban heels. Sizes: 4 to 9; also half sizes. E and EEE widths. State size, width. Ship. wt. 1 lb. 8 oz. 73 B 3253—Black. 73 B 3254—Brown. Leather with Patent Leather trim. Pr., \$3.98



SOFT KID STEP-INS FOR "OFF-DUTY"

[E] Leather-Sole Everrett

Smart step-in Everette, tailored to a queen's taste in soft-as-a-glove Kid Leather. How relaxing to slide your feet into these comfortable beauties. Enduring leather soles and rubber top heels.

73 B 3845—Black. Sizes: 4 to 9; also half sizes. C (medium) and EE (wide) widths. State size and width. Ship. wt. 1 lb. 4 oz. \$2.98

[F] Wall-Toe . . . Leather Sole

Jester-type slipper for leisure hours—it's both comfortable and attractive. Roomy wall-toe toes. Flexible leather soles and soft-stepping rubber-top heels. Sizes: 4 to 9; also half sizes. D and EE widths. State size and width when ordering. Ship. wt. 1 lb. 6 oz. 73 B 718—Black Kid Leather. 73 B 723—Brown Kid Leather. . . . Pair, \$3.25

SMART STYLES FOR STOUT ANKLES

[G] Calfgrain Leather . . . Plain Toe

Soft Calfgrain Leather oxford—practical, trim-looking. Plain toe; perforated quarter. No-Mark composition rubber soles; 1½-inch rubber-topped heels. Sizes: 4 to 9; also half sizes. EEE (extra wide) width. State size. Ship. wt. 1 lb. 10 oz. 73 B 3255—Black Leather. 73 B 3256—Brown Leather. . . . Pair, \$2.98

[H] Kid-Effect or Suede Leathers

Handsome oxfords designed on slimming lines. Attractively perforated vamp; Black Patent Leather tip and eyelet stay. Leather soles; 1¾-in. Cuban heels. Sizes: 7 to 10; also half sizes. EEE (extra wide) width. Ship. wt. 1 lb. 10 oz. 73 B 3263—Black Suede Leather. 73 B 3264—Black Kid-effect Leather. Pr., \$3.98



Ribbe-Trims SLENDERIZE STOUT ANKLES

EE
Width
[J]

EEE
Width
[K]

EE
Width
[L]

SUPER STYLING \$4.98
FINER QUALITY LEATHERS
SIX SLIMMING STYLES **PAIR**

Kid Leather Pump

Step out in style and comfort in this smart side-gored pump of Kid Leather. Flattering, slenderizing sweetheart throat and cut-out. Patent Leather underlay. Walled last. Quality leather soles, 1 3/4-inch Cuban heel for sturdy walking comfort. Sizes: 5 to 10; also half sizes. EE width. Ship. weight 1 lb. 10 oz. \$4.98

Suede with Patent

The perfect combination... dressy looks and sublime comfort! Suede Leather with perforated Patent Leather overlay and Patent leather tongue. See the smart vamp cut-outs! Good quality leather soles, 1 3/4-inch Cuban heels. Sizes: 5 to 10; also half sizes. EEE width. Ship. weight 1 lb. 10 oz. \$4.98

Wall-Toe Bow Pump

One of the youngest, most flattering pumps we've seen in ages. Walled-toe holds its shape, makes foot look smaller. Perky bow adds charm. Top quality leather soles. Comfortable 1 3/4-inch Cuban heel. Sizes: 5 to 10; also half sizes. EE width. Ship. weight 1 lb. 10 oz. \$4.98

[M] Calgrain Leather Oxford

Every woman needs a pair of oxfords like these. Designed to give the ultimate in comfort and service. Smooth, supple Calgrain Leather; close-fitting heel; roomy toes. Quality leather soles, 1 3/4-inch Cuban heels. Sizes: 5 to 10; also half sizes. EEE width. Ship. wt. 1 lb. 10 oz. 73 B 3328—Brown. Pair, \$4.98

[N] Leather Wedgie

Sturdy, sporty-looking and a joy to wear! No wonder active women cheer these moc-vamp oxfords in smooth Elkgrain Leather. Leather-covered platform, quality leather sole, 1 3/4-in. leather-covered wedgie heel. Sizes: 5 to 10; also half sizes. EE width. Ship. wt. 1 lb. 10 oz. 73 B 3334—Black. Pair, \$4.98

[P] Suede or Kid Leather

Real foot ease combined with trim good looks. Patent Leather tips and cut-out eyelet stays. Quality leather soles, 1 3/4-in. heels. Sizes: 5 to 10; also half sizes. EE width. State size. Ship. wt. 1 lb. 10 oz. 73 B 3330—Black Suede Leather-and-Patent Leather. Pair, \$4.98

EE
Width
[P]

EE
Width
[N]

Also
Black
Suede

TODAY'S LOWEST PRICE

Bellas Hess scoops the nation!



LIVELY NEW STYLES

Your choice
AT ONLY **\$1.98** PR.

WORTH
\$3.00

[A] Shiny Dress-Up Pump

A special purchase makes this combination of high quality and low price possible. Gleaming Plastic Patent pump with peek-a-boo toe, closed back; 2-inch Cuban heels; quality leather soles.

74 B 648—Black. Sizes: 4 to 9; also half sizes; C (medium) width. State size wanted when ordering. Ship. wt. 1 lb. 8 oz. **Pair, \$1.98**

[B] It's New—and Dynamite!

Our pet "Dynamite Buster" in soft Suede Fabric. The back is open; twin straps buckle 'way back on the side. No Mark composition rubber soles; pancake flat heels—smart, comfortable.

74 B 650—Black. Sizes: 4 to 9; also half sizes; C (medium) width. State size wanted when ordering. Ship. wt. 1 lb. 8 oz. **Pair, \$1.98**

[C] Comfy Sling Pump

Youthful open-back sling pump for work or play. Platform leather soles; 1-inch low heels. A wonder value at less than two dollars! Sizes: 4 to 9; also half sizes. C (medium) width. State size wanted when ordering. Shipping weight 1 lb. 8 oz.

74 B 646—Black Suede Fabric.
74 B 647—Brown Suede Fabric.
Pair, \$1.98

[D] Rayon Satin

Rich Rayon Pannay Satin slipper with a jumbo pompon ornamenting the vamp; open toe. Cushiony platforms; flexible leather soles; 1-inch low heels. You'll really relax in these! Sizes: 4 to 9; also half sizes. C (med.) width. Ship. wt. 1 lb. 6 oz.

73 B 3315—Black Rayon Satin.
73 B 3316—White Rayon Satin.
Pair, \$1.98

DESCRIPTIONS OF STYLES SHOWN ON PAGE 147

[E] Soft Padded Soles

Boudoir luxury in this Rayon D'Orsay slipper—soft and lovely. You'll applaud their looks. The soles are softly padded for added comfort; 1 1/4-inch low heels.

Women's Sizes: 4 to 9; whole sizes only. Be sure to state size wanted when ordering. Ship. wt. 14 oz.

73 B 3272—Blue Rayon Satin.
73 B 3273—Wine Rayon Satin. **Pair, \$1.00**

[F] Rich, Warm Felt

Budget-priced Everetts in cozy Felt (58% Wool, 42% Cotton) featuring a Corduroy "collar" and a fluffy pompon. Attractive and comfortable. Soft padded soles and restful spring heels.

Sizes: 4 to 9; whole sizes only. State size when ordering. Ship. wt. 14 oz.

73 B 3270—Blue with Wine trim.
73 B 3271—Wine with Blue trim. **Pair, \$1.00**

[G] Platform Wedgie

Luxurious, soft Rayon Plush with a band of fluffy bunny fur across the instep and a snug elastic sling back. You'll love them for lounging! Platforms; leather soles; low wedgie heels.

Women's Sizes: 4 to 9. State size wanted. Ship. wt. 1 lb. 4 oz.

73 B 3257—White.
73 B 3258—Blue.
73 B 3259—Pink. **Pr., \$1.98**

[H] Soft and Lovely

Handsome D'Orsay slippers of Cotton Chenille in corduroy effect—soft as can be. Soft padded leather soles; 1 1/4-inch low heels. A wonderful gift—to give or to receive! Smart, restful—grand for lovely, lazy, leisure hours.

Sizes: 4 to 9; in whole sizes only. State size. Ship. wt. 14 oz.

73 B 3268—Royal Blue.
73 B 3269—Wine Chenille. **Pair, \$1.59**

[J] Leather Soles

Smart Corduroy cuffs trim these Everetts made of Wool Felt (64% new Wool, 17% Cotton, 10% Rayon, 9% reprocessed Wool). The tips are of Black Kid Leather. Flexible leather soles; low rubber heels.

Sizes: 4 to 9; wide width. Whole sizes only. State size. Ship. wt. 1 lb. 4 oz.

73 B 3265—Royal Blue Felt.
73 B 3266—Brown Felt. **Pair, \$1.75**

[K] Flexible... Downy

Sheep's Wool slipper lined with Cotton Fleece... college girls love them, and so do their mothers and sisters. They're so warm and cozy and soft as can be. Delightful to wear in chilly weather. Flexible padded leather soles and spring heels.

Sizes: 4 to 9; whole sizes only. State size wanted when ordering. Ship. wt. 1 lb. 4 oz.

73 B 181—Red.
73 B 182—Blue. **Pr., \$2.59**

[L] Kid Finish Leather

Tailored Everett style slippers in Leather finished to look like soft kid. So relaxing to slip into after a tiring day! They are a fine value—because they wear so well and so long. Smartly simple style that never goes out of fashion. Durable, flexible leather soles; comfortable rubber-top heels.

73 B 3267—Black. Sizes: 4 to 9; wide width. State size wanted when ordering. Ship. wt. 1 lb. 4 oz. **\$2.59**

[M] Fluffy Sheep's Wool

Smart cossack bootee in durable, soft Capeskin Leather lavishly trimmed with Sheep's Wool and lined with fleecy, super-soft Cotton. Warm as toast on chilly winter evenings! Soft padded leather soles; comfortable flat heels.

Women's Sizes: 4 to 9; whole sizes only. State size wanted when ordering. Ship. wt. 1 lb. 4 oz.

73 B 154—Blue.
73 B 155—Wine. **Pr. \$2.59**

[N] Rubber Boots

Top quality All-Rubber cavalry boots. Fit comfortably over your shoes. Protect stockings from splashes; won't soil them. Help to keep your feet warm in wet weather.

Sizes: 4 to 9; whole sizes. 11 in. high. State shoe size. Ship. wt. 2 lbs.

83 B 2512—Red with Brown lining.
83 B 2513—Brown with Beige lining.
83 B 2514—Black with Red lining. **Pair, \$3.49**

[P] Leather Majorette

Fair-weather boot in soft Elkgrain Leather. Your favorite Majorette, still leading the fashion parade. You'll want yours today. Rows of stitching form a cuff-effect at the top; dashing tassel. Composition Panolene soles; 1-inch rubber-top heels.

Women's Sizes: 4 to 8; C (medium). Ship. wt. 2 lbs. 8 oz.

73 B 3274—Red.
73 B 3275—Brown.
73 B 3276—White. **Pr., \$5.98**



LOVELY *Ezychair* SLIPPERS

GAY! COZY! THRIFTY! SEE DESCRIPTIONS ON PAGE 146



E RAYON SATIN D'ORSAY



F CUTE CORDUROY CUFFS

CHOICE
\$100
PAIR



\$198

G PLUSH SLING SLIPPER



\$159

H CHENILLE D'ORSAY



\$179

J FELT WITH KID LEATHER



\$259

K GAY SHEEP'S WOOL



L SOFT LEATHER EVERETT

CHOICE OF
THREE STYLES
\$259
PAIR



M CAPEKIN LEATHER



GALA BOOTS

...For Rain

For Shine...



\$349



\$598

P

WORTH
\$9.00

Elkgrain
Leather

BELLAS HESS 147

High or Cuban Heels [A]

Also Black Leather [B]

Also Gypsy Brown [C]

Bellecraft FINER LEATHERS

Your choice \$ **3.98** WORTH \$5.00
OF THIS PAGE PAIR

High or Cuban Heels [D]

Also Patent Leather [E]

Also Black Leather [F]

SMART SPECTATORS—NEW EXTENSION LEATHER SOLES

[A] Suede with Patent Leather

Slick Patent Leather combines with Suede Leather in these feminine pumps with the dressed-up, closed-up look you'll love for fall and winter. We've squared-off the toes and punctuated the vamp's smooth lines with perforations. Quality leather soles. **Color:** Charcoal Black. **Sizes:** 4 to 9; also half sizes; **C (medium) width.** State size. Ship. wt. 1 lb. 8 oz.
74 B 597—With 2½-inch high heels.
74 B 598—With 2-inch Cuban heels. **Pair, \$3.98**

[D] Cherry Red Calfgrain Leather

The season's smartest color in a slip-on pump with a tiny strap that crosses the vamp and buckles on the other side. Beautifully simple—and simply beautiful, at this down-to-earth Bellas Hess price. Quality leather soles. **Color:** Cherry Red only. **Sizes:** 4 to 9; also half sizes; **C (med.) width:** State size. Ship. wt. 1 lb. 8 oz.
74 B 614—With 2½-inch high heel.
74 B 615—With 2-inch Cuban heel. **Pair, \$3.98**

[B] Walled-Toe Slings

For brisk, comfortable walking... these sling pumps in supple Calfgrain Leather, priced pleasantly low. The walled toe assures foot ease, feels grand; the cleverly perforated streamlined vamp looks smart. Good quality leather soles; 2-inch Cuban heels. **Sizes:** 4 to 9; also half sizes; **C (medium) width.** State size when ordering. Shipping weight 1 lb. 8 oz.
74 B 593—Town Brown.
74 B 594—Black. **Pair, \$3.98**

[E] Snappy Perfs and Stitching

This closed step-in pump features a round toe that makes your foot look so much shorter! We've attended to the fine detail of stitching, and generously sprinkled the vamp with perforations. Quality leather soles; 2-inch Cuban heels. **Sizes:** 4 to 9; also half sizes; **C (medium) width.** State size. Shipping weight 1 lb. 8 oz.
74 B 601—Town Brown Alligator-grain Leather.
74 B 602—Black Patent Leather. **Pair, \$3.98**

[C] Kiltie Tongue "Square"

Extra value for every penny in this distinctive styled walking shoe—new closed style, with a modified kiltie tongue. The two leathers add up to twice as much style. Quality leather soles; 1¾-in. Cuban heels. **Sizes:** 4 to 9; also half sizes; **C (medium) width.** Ship. wt. 1 lb. 8 oz.
74 B 595—Black Suede Leather with Black Patent Leather.
74 B 596—Gypsy Brown Suede Leather with Brown Calfgrain Leather. **Pair, \$3.98**

[F] Pretty Bow Pump

Calfgrain Leather smartly stitched in double lines of gray makes this square-toed pump something special, priced specially low. A dress-up bow is centered on the instep. Good quality leather soles; 1¾-inch Cuban heels. **Sizes:** 4 to 9; also half sizes; **C (medium) width.** State size when ordering. Shipping weight 1 lb. 8 oz.
74 B 599—Navy Blue Calfgrain Leather.
74 B 600—Black Calfgrain Leather. **Pair, \$3.98**



CAMPUS QUEEN

CO-ED
FASHIONS

Your choice
OF THIS PAGE

\$ **3.98**
PAIR

WORTH
\$5.00



STURDY LEATHER "FLATTIES" FOR ACTIVE WOMEN

[G] Kiltie Tongue Oxford

Your favorite classic lines reappear in this oxford of sturdy Elkgrain Leather to welcome the new season. Without the detachable kiltie tongue it's a smoother-type oxford with 5 eyelets. Expensively made—reasonably priced. Flexible composition rubber soles; 1½-inch rubber-top heels. **Sizes: 3½ to 9; also half sizes; C (med.) width.** State size when ordering. Ship. wt. 1 lb. 8 oz.
73 B 3286—Brown Leather.
73 B 3287—Black Leather. Pair, \$3.98

[K] Strap-and-Buckle Casual

Streamlined smoothies! Trimly buckled flatties with a moccasin-effect vamp, rugged construction for long walks, smart details for good looks. Quality leather soles, low rubber-top heels. **Sizes: 3½ to 9; also half sizes; C (med.) width.** State size when ordering. Ship. wt. 1 lb. 8 oz.
73 B 3283—Brown Elkgrain Leather.
73 B 3284—Cherry Red Elkgrain Leather.
73 B 3285—Black Suede Leather. . . Pair, \$3.98

[H] Smart New Kiltie

Good looking, comfortable, long-wearing casual in sturdy Elkgrain Leather that polishes to a high luster. So smart and practical . . . so low priced. Distinctive wide strap with buckle; enduring leather soles that assure plenty of mileage; 1-inch leather-top heels. **Sizes: 3½ to 9; also half sizes; C (medium) width.** Be sure to state size when ordering. Ship. wt. 1 lb. 8 oz.
73 B 3288—Brown Leather.
73 B 3289—Black Leather. Pair, \$3.98

[L] Jaunty "Moc" Walkers

Sturdily built in Suede-and-Elkgrain Leathers. Leather soles; low leather-top heels. **Sizes: 3½ to 9; C (medium) width.** Ship. wt. 1 lb. 10 oz.
73 B 3280—Brown Elkgrain Leather with Brown Suede trim.
73 B 3281—Black Elkgrain Leather with Black Suede trim.
73 B 3282—Brown Elkgrain Leather with Green Suede trim. Pair, \$3.98

[J] Square-Toe "Mocs"

Supremely practical as well as ultra-modern! There's a "swing" to the square-toe styling and the bright yellow laces that make them campus leaders. And Bellas Hess brings them to you at such a low price! Tailored moccasin-effect vamps; composition rubber soles and heels. **Sizes: 3½ to 9; also half sizes; C (med.) width.** Be sure to state size when ordering. Ship. wt. 1 lb. 10 oz.
73 B 3290—Brown Elkgrain Leather.
73 B 3291—Black Elkgrain Leather. Pair, \$3.98

[M] Carefree Slings

Jaunty slings for that walking-on-air feeling. Attractively priced, too. Closed toes and open backs. Quality leather soles; 1-inch leather-top "flattie" heels. **Sizes: 3½ to 9; also half sizes; C (med.) width.** State size. Ship. wt. 1 lb. 8 oz.
73 B 3277—Brown Elkgrain Leather.
73 B 3278—Cherry Red Elkgrain Leather.
73 B 3279—Brown Alligator-grain Leather. Pair, \$3.98



\$398
[B]



\$359
[C]



\$319 [D]



[A] \$279

CAMPUS TEENS

FAMED BELLAS HESS LEATHER STYLES
SIZES 3 1/2 to 9 . . . DESCRIBED ON PAGE 151

PERFECTREDS
REG. U.S.
PAT. OFF.

FOR GROWING FEET

SIZES 8 1/2 to 3 . . . AGES ABOUT 3 to 9



\$279
[E]



\$198
[F]

Sizes
8 1/2 to 2



\$459
UP
[G]

HUSKY LEATHER SNOWBOOTS

SHEEPSKIN CUFFS

Sizes 8 1/2 to 3

\$298

Sizes 3 1/2 to 8

\$398



[H]



Sizes 4 to 8

\$298

Sizes 8 1/2 to 12

\$349



Texas-Style
Majorettes



[J]

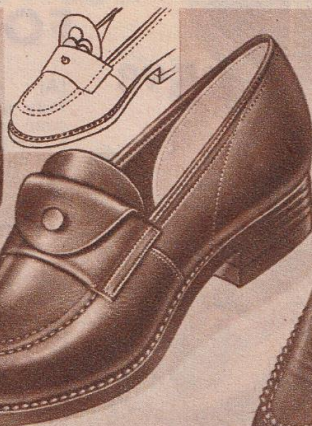
WONDERFUL IDEAS IN LEATHER FLATS



\$398

Black or Brown

[K]



[L]
\$398

\$369

Brown, Black or Pepper Red

[M]



[K] Fringed Tongue

Your beloved classic loaf-about with a smart new touch in the fringed tongue, moccasin vamp with pinked piping. Made of supple Elkgrain leather, with quality leather soles for miles of serviceable wear. Rubber-top heels. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size when ordering. Ship. wt. 1 lb. 8 oz.
53 B 3310—Brown.
53 B 3311—Black. Pair, \$3.98

[L] News! A Change Purse

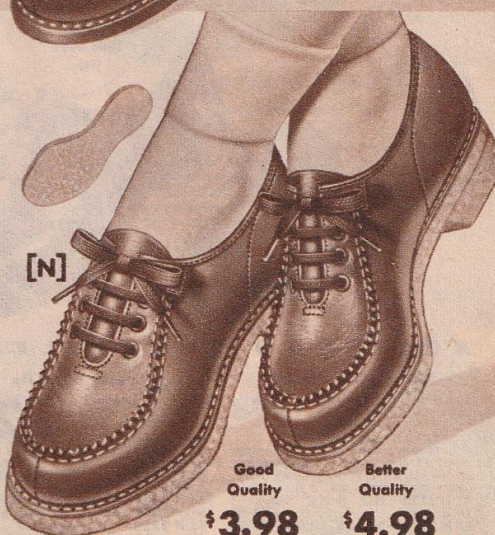
What a clever fashion scoop! Your favorite Elkgrain Leather loaf-about wins new honors with a cute and so useful snap pocket change purse on the stitched moc vamp. Very tricky—but no tricks about the quality leather soles; low rubber-top heels.
73 B 3306—Brown. Sizes: 4 to 9; also half sizes. C (medium) width. State size when ordering. Ship. wt. 1 lb. 8 oz. **Pair, \$3.98**

[M] Sling Heel "Mocs"

Smart footwork in the casual manner. Comfortable as it is good-looking. Patched moc vamp, sling backs. Soft Elkgrain Leather, with No-Mark composition rubber soles; rubber-top heels. New closed toes. **Sizes: 4 to 9; also half sizes. C (medium) width.** State size wanted when ordering. Shipping weight 1 lb. 8 oz.
53 B 3235—Brown.
53 B 3236—Pepper Red.
53 B 3237—Black. Pair, \$3.69

[N] Crepe Rubber Soles

Just what you're looking for! The new "Stompers"—the oxfords with a smart collegiate air. For school, sports or general every-day comfort. Casually rugged moc toe and heavy crepe rubber soles and heels for that walking-on-air sensation and long wear. In smooth Elkgrain Leather. **Color: Brown. 4 to 9; also half sizes. C (medium) width.** Ship. wt. 1 lb. 8 oz.
73 B 3347—Good quality. . . . \$3.98
73 B 3312—Better quality. . . . \$4.98



Good Quality

Better Quality

\$3.98

\$4.98

DESCRIPTIONS OF SHOES SHOWN ON PAGE 150

[A] Two-Tone Leather Saddles

A teen's best friend is the classic saddle—and just look at our allowance-stretching low price! Have yours in Brown 'n' White or Black 'n' White. Supple Elkgrain Leather with No-Mark White composition rubber soles and heels. **Sizes: 3½ to 9; medium wide.** State size when ordering. Shipping weight 1 lb. 8 oz.
53 B 1448—White-and-Brown.
53 B 1449—White-and-Black. Pair, \$2.79

[D] Hand-Laced Casual Mocs

You can't beat moccasins for easy comfort, walking grace, casual good looks. Leather-laced. Your choice of three different leathers, with No-Mark composition soles. **Sizes: 3½ to 9; medium wide.** State size. Ship. wt. 1 lb. 8 oz.
53 B 1454—Brown Elkgrain Leather.
53 B 1455—Black Suede Leather.
53 B 1456—White Elkgrain Leather. Pair, \$3.19

[G] Leather Majorette Boots

Right at the head of the fashion parade are these quality-built majorette boots. Smooth Elkgrain Leather that wears and wears! Gay, swinging tassels. Composition Panolene soles; rubber heels. State size. Shipping weight 1 lb. 12 oz.
53 B 1235—White.
53 B 1236—Brown.
Sizes: 8½ to 12. \$4.59
Sizes: 12½ to 3. \$4.98

[B] Alligator-Grain Slings

Smoothest little sling-back pump that ever went a-dancing. "Goes steady" with casuals or date dresses. Made of expensive looking Alligator-grain Leather, with novel strap-effect and bar trim on vamp. Walled last; 1½-inch heel, quality leather soles. **Sizes: 3½ to 9; medium wide.** State size. Shipping weight 1 lb. 6 oz.
53 B 1452—Red.
53 B 1453—Brown. Pair, \$3.98

[E] Buckle Loaf-About

That grown-up look for "growing-up" feet! Of course you like to copy big sister and wear these strap 'n' buckle moc-vamp loaf-about. Mother approves of the long-wearing Elkgrain Leather, roomy last, sturdy No-Mark red composition soles and heels. **Sizes: 8½ to 3.** State size.
53 B 1233—Brown. Shipping weight 1 lb. 8 oz.
53 B 1234—Red. Pair, \$2.79

[H] Boots for Stormy Weather

Warm snow boots made of husky Elkgrain Leather with cuffs of natural color genuine sheep's wool (turn them up for extra ankle warmth). Durable No-Mark composition rubber soles and heels. Shipping weight 1 lb. 10 oz.
53 B 1461—White.
53 B 1462—Brown.
Sizes: 8½ to 3. \$2.98
Sizes: 3½ to 8. \$3.98

[C] Springy-Sole Comfort

Teenagers "in the know" choose these blucher oxford casuals to team with skirts 'n' sweaters and slacks. They sport the raised-team, moc-vamp you love. Soft Elkgrain Leather. No-Mark red composition rubber soles and heels. **Sizes: 3½ to 9; medium wide.** State size when ordering. Shipping weight 1 lb. 8 oz.
53 B 1459—White-and-Brown.
53 B 1460—Two-tone Brown. Pair, \$3.59

[F] Low-Priced Oxford

Busy little feet get the proper support in these sturdy Leather oxfords. Made on a Perfected last—means lots of wiggle room for toes—so necessary for growing feet. Wonderful value—so low priced! Enduring No-Mark composition rubber soles and heels.
53 B 1211—Brown. Sizes: 8½ to 2. State size wanted. Ship. wt. 1 lb. 6 oz. **Pair, \$1.98**

[J] Strap 'n' Buckle Majorettes

Any child would thrill to these Texas-style boots. Look at the star inlay on the smooth Elkgrain Leather uppers . . . strap 'n' buckle across instep. So low-priced too! Flexible leather soles and heels. State size. Shipping weight 1 lb. 8 oz.
53 B 1237—Red-and-Black.
53 B 1238—White-and-Red.
Infants' Sizes: 4 to 8. \$2.98
Children's Sizes: 8½ to 12. \$3.49



LEATHER BOOTS FOR BOYS SIZES 2 1/2 to 6

[A] 12-INCH ELKGRAIN HI-CUTS

Defy snow and mud and stormy weather in these strap-and-buckle boots, 12 inches high. Built of sturdy high grade Elkgrain Leather, Rugged and comfortable and designed to stand up under plenty of hard wear. Priced to please thrifty mothers. Leather gusset tongue, nine eyelets and five hooks. Heavy No-Mark composition rubber soles and heels.

63 B 2021—Brown only. Big Boys' Sizes: 2 1/2 to 6 wide width. State size. Ship. wt. 3 lbs. \$5.98

[B] 9-INCH SPLIT COWHIDE HI-CUTS

Tough, long-wearing Split Cowhide Leather boots built for lads who are hard on their shoes. Every boy wants hi-cuts and at this price every boy should have them. The ideal heavy duty boot for outdoor wear—at a very moderate price. Heavy composition rubber soles and heels.

63 B 2007—Black only. Big Boys' Sizes: 2 1/2 to 6 wide width. State correct size when ordering. Shipping weight 3 lbs. \$3.98



BULL-DOG TOUGH LEATHERS FOR BOYS AND MEN

Springy Sole "Mocs"

Leather casuals built on a roomy moccasin last. No-Mark composition rubber soles and heels. Relaxing, comfortable and long-wearing. Color: Brown. Whole sizes only. State size. Ship. wt. 2 lbs. 63 B 2172—Big Boys' Sizes: 1 to 5 \$1.98 63 B 2173—Men's Sizes: 6 to 11 \$1.98

Dressy Wing Tip

Elkgrain Leather oxfords. Lined. No-Mark composition rubber soles, heels. Wt. 2 lbs. 63 B 2033—Brown. Little Boys' Sizes: 9 to 13 1/2; wide width. \$2.79 63 B 2035—Brown. Big Boys' Sizes: 1 to 6; wide width. \$2.98 63 B 2259—Brown. Young Men's Sizes: 6 1/2 to 9; wide width. \$3.69 63 B 2258—Brown-and-White. Young Men's: 6 1/2 to 9; wide. \$3.69

Popular Oxford

"Stompers"—the new rugged oxfords for boys, young men. Has the new raised moccasin vamp. In Elkgrain Leather, with No-Mark composition rubber soles and heels. 63 B 2031—Color: Brown. Wide width. State size wanted. Shipping weight 2 lbs. Big Boys' Sizes: 2 1/2 to 6 \$3.69 Young Men's Sizes: 6 1/2 to 9. \$4.49

Cowhide Work Shoe

Tough Split Cowhide Leather work shoe, with extra heavy composition rubber soles and heels. Can take hard knocks—have steel toe and heel plates for longer, harder wear. Color: Black. Wide width. Ship. wt. 3 lbs. 8 oz. 63 B 2160—Big Boys' Sizes: 1 to 6. State size \$2.98 63 B 2250—Men's: 7 to 11. \$3.48



LITTLE BOYS' VALUES . . . SIZES 10 TO 3

Hi-Cut Combat Boots

Sturdy 7 1/2-inch Leather combat boots. Durable No-Mark composition rubber soles and heels. A big favorite at a low price. 63 B 2044—Black. Little Boys' Sizes: 10 to 3; wide width. State size. Ship. wt. 1 lb. 10 oz. \$3.19

Oxford or High Shoe

. . . In sturdy Elkgrain Leather, with perforated wing tip. Youngsters are proud of their dressy good looks. Wonder-wearing No-Mark composition rubber soles and heels. Color: Brown. Sizes: 10 to 3; wide width. State size. Ship. wt. 1 lb. 6 oz. 63 B 2026—Oxfords \$2.49 63 B 2027—High Shoes \$2.98



GOODYEAR WELT CONSTRUCTION

Handsome 5-eyelet Leather oxford made over a roomy walled last. Straight tips. Good-looking and sturdy—here's a Bellas Hess value that's hard to beat. Goodyear welt construction means long, satisfactory wear. Tough No-Mark composition rubber soles and heels. Big Boys' Sizes: 2 1/2 to 6; wide width. State size when ordering. Ship. wt. 2 lbs. 63 B 2012—Brown. 63 B 2013—Black. Pair, \$3.98

SAVE THE POSTAGE . . . SEE PAGE 198

Men! BIG SAVINGS ON STURDY LEATHERS



Sizes
6 to 12

Black or
Brown

\$298 [c]

WORTH
\$4.00



[D]

Sizes
6 to 12

HANDSOMELY CRAFTED OF RICH LEATHER

The Buckled Casual

Trap-and-buckle leisure shoe in smooth Elkgrain Leather... among the smartest Fall shoe styles—satisfying in quality, appearance, long wear and comfort. Features popular moccasin vamp. Flexible No-Mark composition soles; rubber heels. Men's Sizes: 6 to 12; wide width. Be sure to state size wanted when ordering. Shipping weight 2 lbs. 6 oz.
B 2262—Brown.
B 2263—Black. Pair, \$4.98

Choice

\$498

PR.

Goodyear Welt Oxford

Smooth Calfrain Leather in this "go-getter" styled oxford on a comfortable rugged brogue last. Handsome and sturdy—designed for miles of wear. Perforated straight tip; Goodyear welt construction. No-Mark composition rubber soles; rubber heels. Men's Sizes: 6 to 11; wide width. State size when ordering. Shipping weight 2 lbs. 8 oz.
B 2264—Brown.
B 2265—Black. Pair, \$4.98

A REAL BARGAIN!

Leaf-About or Oxford

Choice of two comfort-built styles. They represent real value! Both shoes feature the comfortable moccasin vamp. Both are made of sturdy Elkgrain Leather. Both have long-wearing No-Mark composition rubber soles and soft-stepping rubber heels. And both are worth \$4.00! Men's Sizes: 6 to 12; wide width. State size when ordering. Shipping weight 2 lbs. 2 oz.
[C] B 2254—Brown Leaf-About.
[D] B 2252—Brown Oxford.
[D] B 2253—Black Oxford. Pair, \$2.98



Black or
Brown

Good Quality

\$398

Better Quality

\$498



LONG-LASTING WEAR PLUS APPEARANCE

Leather Oxford

You'll be walking in smart company when you walk in these Bal oxfords built of smooth, supple Calfrain Leather. A favorite with good dressers everywhere and an excellent value. Made for walking sturdiness. Perforated wing tip and medallion; No-Mark composition rubber soles; all-rubber heels. Men's Sizes: 6 to 11; wide width. Be sure to state size when ordering. Shipping weight 2 lbs. 8 oz.
B 2266—Brown.
B 2267—Black. Pair, \$3.98

Choice

\$398

PR.

Leather Casual

What the well dressed man will wear—our swashbuckler in smooth Calfrain Leather. It's in great demand, this plain-toe oxford—smooth and good looking. Sturdy construction means plenty of wear in every pair. No-Mark composition rubber soles; solid rubber heels. Men's Sizes: 6 to 11; wide width. Be sure to state size when ordering. Shipping weight 2 lbs. 8 oz.
B 2268—Brown.
B 2269—Black. Pair, \$3.98

LEATHER "MOC" CASUAL

In Two Qualities

Leaf-about shoe in genuine Leather. Its style, quality and comfort appeal to well-dressed men. Roomy moccasin vamp. No-Mark composition rubber soles; solid rubber heels. Men's Sizes: 6 to 11; wide width. State size when ordering. Shipping weight 2 lbs. 6 oz.

Good Quality

B 2150—Brown Leather. \$3.98

Better Quality—Goodyear Welt

B 2135—Brown Elkgrain Leather. \$4.98

NATIONAL BELLAS HESS 153



FINE FIT FOR DAY-LONG EASY COMFORT

[A] Knobby Toe Bomber

It's new! The very latest "knobby" toe. Here it's combined with the popular straight tip. Smooth Elkgrain Leather oxford, featuring Goodyear welt construction. Flexible leather soles. Leather-top heels. Men's Sizes: 6 to 11; wide width. State size. Ship. wt. 2 lbs. 8 oz. 63 B 2036—Light Tan. 63 B 2037—Black. Pair, \$5.95

[B] French Last

Plenty of toe-room for you in this Calgrain Leather Bal oxford. Smooth dressers approve of its good looks. French last; Goodyear welt construction. Durable leather soles; rubber-top heels. Men's Sizes: 6 to 11; wide width. State size wanted when ordering. Ship. wt. 2 lbs. 8 oz. 63 B 2016—Brown. 63 B 2017—Black. Pair, \$5.95

[C] Elkgrain Casual

Distinguished leisure time shoe in smooth fine quality Elkgrain Leather. Combines good looks with comfort and enduring wear. Moccasin vamp. Goodyear welt construction. Good quality leather soles and rubber-top heels. 63 B 2196—Brown. Men's Sizes: 6 to 11; wide width. State size wanted when ordering. Ship. wt. 2 lbs. 6 oz. \$5.95

[D] New "Stompers"

"Stompers" are the newest in a rugged, husky looking oxford. Of supple Elkgrain Leather with moccasin-type vamp. Goodyear welt construction for reliable wear. Rawhide leather laces. Sturdy leather soles and rubber-top heels. 63 B 2028—Natural Tan. Men's Sizes: 6 to 11; wide width. State size wanted when ordering. Ship. wt. 2 lbs. 12 oz. Pair, \$5.95

[E] Plain Toe

Smart masculine simplicity characterizes this plain-toe oxford of sturdy Elkgrain Leather that polishes to a high luster. Preferred by men who know good-looking shoes make a good impression. Goodyear welts. Good quality leather soles; rubber-top heels. Men's Sizes: 6 to 11; wide width. State size. Ship. wt. 2 lbs. 8 oz. 63 B 2399—Brown. 63 B 2400—Black. Pair, \$5.95

[F] Dressy Straight Tip

Smooth Calgrain Leather in a dressy Bal oxford, built with the excellent craftsmanship that goes into our "Belbrook" shoes. Straight tip and perforated maddison. Goodyear welt construction. Good quality leather soles and rubber-top heels. Men's Sizes: 6 to 11; wide width. State size wanted when ordering. Ship. wt. 2 lbs. 8 oz. 63 B 6132—Brown. 63 B 6133—Black. Pair, \$5.95

MEN! FAMED

Belbrookes

- STURDY LEATHERS
- GOODYEAR WELTS
- LONG-RUN THRIFT
- POPULAR LASTS

Your choice

\$5.95
PAIR

WORTH ~~\$8.00~~



BELBROOK QUALITY MEANS LONG-RUN THRIFT

[G] Crepe or Rubber Sole

Stompers'—new rugged oxfords in smooth, fine quality Elkgrain Leather. Mocasin vamp and Goodyear welt construction. **Men's Sizes: 6 to 11; wide width.** State size. Ship. wt. 2 lbs. 12 oz. **63 B 2276—Town Brown Elkgrain Leather; crepe rubber soles, heels.** **63 B 2277—Army Brown Elkgrain Leather with composition rubber soles and heels. Pr. \$6.95**

[K] Suede or Elkgrain

Carefully styled brogues with straight tips and large eyelets. Your choice of two fine leathers. Attractively stitched. Sturdy Goodyear welt construction; long-wearing quality leather soles; rubber-top heels. **Men's Sizes: 6 to 11; wide width.** State size when ordering. Ship. wt. 2 lbs. 12 oz. **63 B 2274—Brown Suede.** **63 B 2275—Brown Elkgrain leather. Pr. \$6.95**

[H] Dressy Wing Tip

The pinked and perforated wing tip and the perforated toe medallion makes this Bal oxford a really dressy style. In fine quality Elkgrain Leather, with Goodyear welt construction and good quality leather soles; rubber-top heels. **Men's Sizes: 6 to 11; wide width.** State size when ordering. Shipping weight 2 lbs. 12 oz. **63 B 2272—Brown.** **63 B 2273—Black. Pair, \$6.95**

[L] Handsome Brogues

Smooth fine quality Elkgrain Leather makes this a distinctive, dressy brogue-type oxford. Has clean-cut masculine lines, straight tip with smart perforations, Goodyear welt, good quality leather soles, leather-top heels. It features good workmanship—and it's mighty comfortable. **63 B 2270—Brown. Men's Sizes: 6 to 11; wide width.** State size. Ship. wt. 2 lbs. 12 oz. **Pr. \$6.95**

[J] Buckle Casual

Swashbuckling leisure shoe in high quality Elkgrain Leather. So comfortable to slide your feet into! So dressy and good looking. Mocasin-type vamp crossed by a strap. Kick-off back; Goodyear welts; good quality leather soles; rubber heels. **63 B 2271—Brown. Men's Sizes: 6 to 11; wide width.** State size when ordering. Ship. wt. 2 lbs. 6 oz. **Pr. \$6.95**

[M] Kid Leather

It's flexible as a glove, the fine Kid Leather in these shoes—a revelation in comfort. Choice of high shoe or oxford. Straight tips; Goodyear welts; leather soles and easy-going rubber-top heels. **Color: Black only. Men's Sizes: 6 to 11; wide width.** State size. Ship. wt. 2 lbs. 8 oz. **63 B 2190—High Shoe.** **63 B 2191—Oxford. Pair, \$6.95**

SUPER-CRAFTED

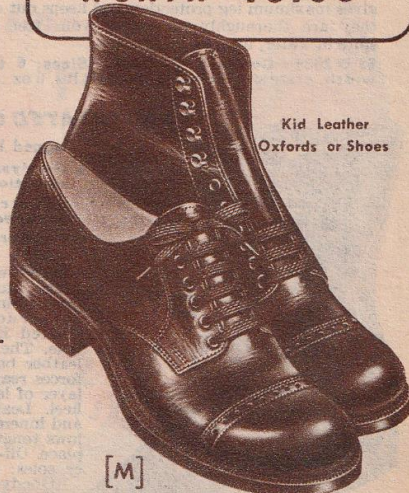
Belbrookes

- SELECTED LEATHERS
- FINER WORKMANSHIP
- GOODYEAR WELTS
- COMFORT PLUS STYLE

Your choice

\$ 6.95
PAIR

WORTH \$10.00



Kid Leather
Oxfords or Shoes

[M]

NATIONAL BELLAS HESS 155



\$10⁹⁸

Men!

16-In. "OIL KING" HI-CUTS

- OIL TREATED ESKIMO COWHIDE
- GOODYEAR WELT CONSTRUCTION
- SOLID LEATHER THROUGHOUT
- DOUBLE SOLES • FOR ALL CLIMATES

Our "Oil King" is specially constructed for men who do rugged work. These boots of Eskimo Cowhide are ideal for farmers, laborers, truck drivers, lumbermen, because they are powerfully built yet comfortable. The extra height gives maximum leg protection and keeps out dirt. Because they are thoroughly oil-treated your feet stay dry in spite of water, mud, snow or slush.

63 B 2039—Color: Dark Brown. Sizes: 6 to 11. Wide width. State size. Shipping weight 4 lbs. 6 oz. . . . \$10.98



\$6⁹⁸

OIL-TREATED COWHIDE

Rugged 10-Inch Boots

- Goodyear welt construction
- Oil-treated . . . water repellent
- Reinforced heel seams

Rugged without being heavy, our general purpose 10-inch boots are constructed of oil-treated Eskimo Cowhide. The wide shaped leather back stay reinforces rear seam; extra layer of leather around heel. Leather counters and innersoles; full bellows tongue stitched in place. Oil-treated leather soles; rubber heels. Goodyear welts.

63 B 2005—Black. Sizes: 6 to 12; wide width. State size. Shipping weight 4 lbs. 6 oz. . . . \$6.98

12-IN. ARMY HI-CUTS

Priced Below Government Cost

- Solid leather construction
- Oil-treated
- Triple leather soles
- For all climates

The army demanded the best! These hi-cuts are army surplus . . . proved by government tests to be bulldog-tough, comfortable and durable. Now Bellas Hess brings them to you below government cost. Constructed of best quality Chrome tanned Leather with triple-ply leather soles and heels; the flexible 12-inch uppers are oil-treated—they're water-resistant. Counters, innersoles and laces are of sturdy leather. Felt-top innersoles. Give warm, enduring service for all heavy duty.

63 B 2030—Black. Sizes: 7 to 13; wide width. Be sure to state size wanted. Ship. wt. 6 lbs. . . . \$8.45

Sizes
7 to 13

\$8⁴⁵

WORTH
~~\$15.00~~



ELKGRAIN LEATHER

Popular 16-Inch Boots

- Tough raw-cord soles
- Goodyear welt construction
- Close-fitting strap and buckle

Husky, sure-footed durable hi-cuts preferred by outdoor men. Made of brawny Elkgrain Leather with strap and buckle—fit snugly around top . . . keep pants legs securely inside boot. Extra tough brown raw-cord composition rubber soles and heels for added durability and protection. Leather counters and inner soles; full bellows tongue.

63 B 2043—Brown. Sizes: 6 to 11; wide width. State size when ordering. Ship. wt. 4 lbs. 6 oz. \$8.98

Cord
Soles

\$8⁹⁸



Save!
\$4⁹⁸

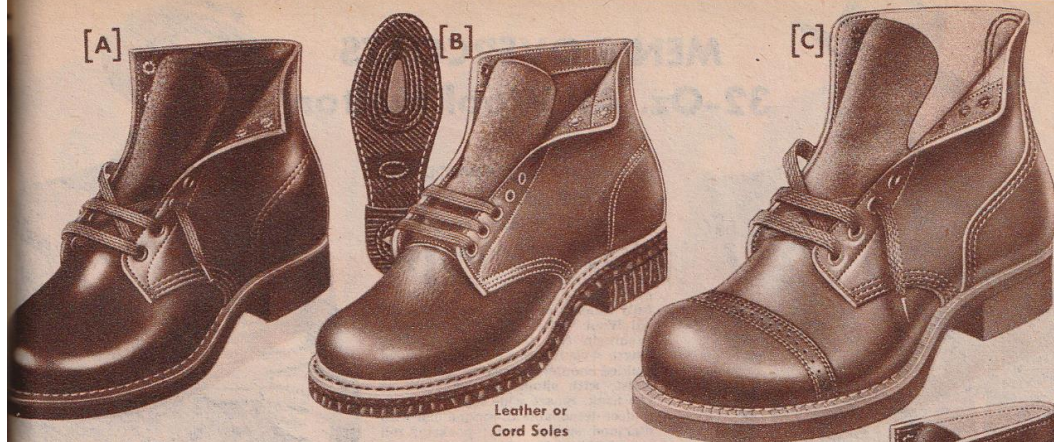
< DOUBLE-TANNED

16-Inch Hi-Cuts

- Economy-priced
- Double leather vamp for more protection
- Tough soles and heels

You know this is a low price for 16-in. hi-cut. Made of husky Split Leather, with retan leather vamp. Built to "take it" wherever rugged jobs are called for. Strongly stitched seams; long-wearing composition soles and heels.

63 B 2038—Black. Sizes: 6 to 11; wide width. State size. Shipping weight 4 lbs. 6 oz. . . . \$4.98



Leather or
Cord Soles

MEN'S HEAVY DUTY SHOES

UNBEATABLE VALUES IN STURDY LEATHERS

Double Tanned Cowhide

Real budget-priced buy! Stuffed double tanned cowhide Leather Blucher work shoe. Built for long, dependable wear and easy comfort. Extra heavy composition rubber soles and heels to stand tough going.
B 2256—Black only. Men's Sizes: 6 to 12; wide width. Be sure to state size wanted. Ship. wt. 3 lbs. 9 oz. **\$3.98**

Goodyear Welt Construction

For top quality work shoe men who want the best serviceability and comfort. Heavy weight Elkgrain uppers, genuine Goodyear welt construction for longer wear. Your choice of double other soles or "zebra" corded soles; rubber heels. **Sizes: 6 to 11; wide width.** State size. Ship. wt. 3 lbs. 9 oz.
B 2257—Black with double Leather soles. B 2260—Brown with Brown Corded soles. Pr. \$5.69

Goodyear Welt Construction . . . Elkgrain Leather

Expertly built to stand up under rugged wear. Heavy Elkgrain leather work shoe with composition cord rubber soles and heels. Genuine Goodyear welt construction

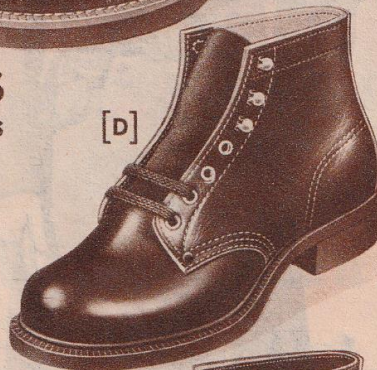
means longer, more satisfactory wear. Wide, roomy toes.
B 2223—Black only. Men's Sizes: 6 to 11; wide width. State size. Ship. wt. 3 lbs. 9 oz. **\$4.98**

[C] Army-Type Work Shoe

What a buy! The best possible work shoe for your money. Made by a famous factory to stand rugged army tests. Top grade double tanned Cowhide Leather. You'll appreciate their roomy comfort. Composition double soles, rubber heels.
63 B 2040—Brown. Men's Sizes: 6 to 12; wide width. State size when ordering. Ship. wt. 4 lbs. **\$4.98**

[D] Today's Lowest Price

A wonderful Bellas Hess bargain for men who do rugged work and need shoes that can "take it!" Tough Split Cowhide Leather work shoe that will take rough wear. Laces up snugly. Comfortable, wide roomy last and extra heavy composition rubber soles and heels. The price you pay is unbelievably low; here's a value to marvel at.
63 B 2255—Black. Men's Sizes: 6 to 11; wide width. Be sure to state size when ordering. Ship. wt. 3 lbs. 8 oz. **\$2.98**



SOFT, COMFORTABLE SLIPPERS FOR THE MEN FOLK

Cozy Warm Slippers

Budget-priced Easychair slippers of durable (70% Wool, 30% Cotton). Soft padded soles, heels. Many styles. Color: Brown.
B 2261—Men's Sizes: 6 to 11; whole sizes only. State size. Ship. wt. 1 lb. \$1.00
B 2205—Boys' Sizes: 2 to 6; whole sizes only. State size. Ship. wt. 1 lb. \$1.00

Flexible Leather Soles

Relax on your evenings at home in these good-looking Everett slippers. Soft, supple Simulated leather uppers, and leather soles. Rubber heels.
Men's Sizes: 6 to 11; whole sizes only.
B 2132—Brown. Ship. wt. 1 lb. 6 oz. \$1.59
B 2133—Black. Pair, \$1.59

[H] Kid Leather Everett

Treat your feet to luxurious lounging comfort in these flexible Everett slippers. Good looking as they are practical because they're made of soft, genuine Kid Leather that will wear and wear. Leather soles and rubber-top heels.
63 B 2261—Brown. Men's Sizes: 6 to 11; half sizes. State size. Ship. wt. 1 lb. 6 oz. \$2.98

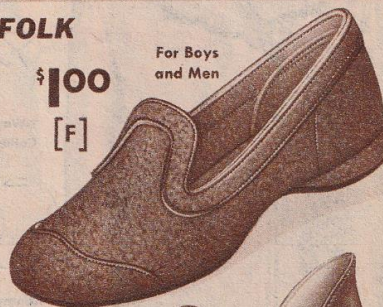
[J] Soft Leather Romeos

Soft Leather slippers for lounging. Elastic side gores for foot-hugging snug fit. Sturdy flexible leather soles and rubber heels. **Men's Sizes: 6 to 12; half sizes; wide. State size.**
63 B 2107—Brown. Shipping weight 2 lbs. \$2.98
63 B 2108—Black. Pair, \$2.98

For Boys
and Men

\$1.00

[F]



\$1.59

[G]



Brown or
Black

\$2.98

[H]



\$2.98

[J]



MEN'S OVERCOATS 32-Oz. All Wool Melton

← SHARP HOLLYWOOD STYLE DETAILS . . . NEWS! The Extra Length

The real snappy dresser goes for this top-value swank overcoat! It's skillfully tailored of warm, heavy (32 oz.) All Wool Melton Fleece (reprocessed Wool) in the new Hollywood long length style for easy perfect fit. Broad padded shoulders taper to the narrow waist, with slimming "pinchers" at the back. Smart wide lapels; snappy 3-piece detachable all-around belt with diamond shaped back; pockets; roll convertible collar. Yoke and quarter lining, also sleeve lining, of lustrous Rayon.

18 B 1213—Navy Blue, Teal Green or Brown. Sizes: 34 to 44 chest. Length 50 inches. Give chest measure taken over vest. State color wanted. Ship. wt. 7 lbs. 8 oz. **\$21.98**

FAVORITE DRESS → MODEL . . . AND HEAVY! SMART! Double Breasted

Tops with men all over the country! Handsome overcoat of heavy (32-oz.) All Wool Melton (reprocessed Wool) that is famous for warmth and durability. In dressy double breasted style with broad shoulders, trim fitting waist and deep pockets. Convertible roll-up collar wards off cold winds. Yoke and quarter lining, also sleeve lining of rich Rayon Satin Twill.

18 B 1212—Navy Blue, Brown or Oxford Gray. Sizes: 34 to 44 chest. Give chest measure taken over vest. State color wanted. Ship. wt. 8 lbs. . . **\$18.98**

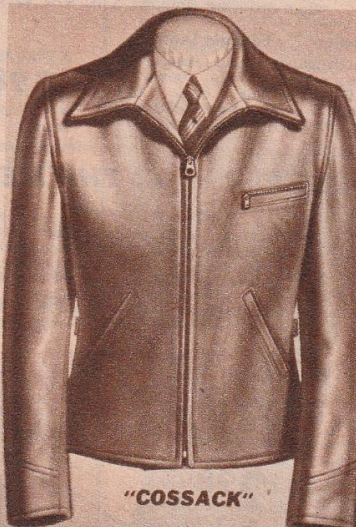


"AVIATOR"

Quilted
Rayon Lining

2-Way
Collar

Roomy
Sports Back



"COSSACK"



"AVIATOR"

FINE QUALITY CAPEKIN LEATHER ZIP-JACKETS

DOUBLE CHEST PROTECTION
Smart military-tailored Cape-skin Leather jacket. Zips high to shoulder. Roomy construction, with action-free, fancy belted back. Three slash pockets; one zip pocket. Soft, extra warm heavy quilted Rayon lining.

18 B 1303—Aviation Tan or Buccaneer Brown. Sizes: 34 to 44 chest. State color wanted; chest measure over vest. Ship. wt. 3 lbs. 6 oz. . . **\$14.98**

WARM PLAID LINING
Super value in this fine, pliable Cape-skin Leather jacket with full length zip front. Two deep slash pockets; extra zip breast pocket. Inside leather facings. Fancy belted back with adjustable side buckles for snug fit. Extra warm plaid lining.

18 B 1301—Black or Walnut Brown. Sizes: 34 to 44 chest. State color wanted; chest measure over vest. Ship. wt. 3 lbs. 2 oz. **\$12.98**

CAPEKIN AND ALL WOOL AN OUTSTANDING BUY

Good looking two-tone jacket of sturdy 100% Corded Wool (reprocessed) Melton with Cape-skin Leather front for extra protection. Zips high to shoulder. Two-way collar. Fancy leather back; sleeve straps. Three pockets. Warm Cotton plaid lining.

18 B 1305—Brown or Blue Wool combined with Brown Leather. Sizes: 34 to 44 chest. State color; give chest measure taken over vest. Shipping weight 3 lbs. 4 oz. **\$7.98**



MEN! Top Values In Winter Wear

CAPEKIN LEATHER SURCOAT FULLY RAYON LINED

Smart long length surcoat to give you years of wear and service. Sturdily made of smooth, pliable Capekin Leather for real protection in all kinds of weather. Handsomely styled, with large convertible collar, fancy belted back, detachable belt, 3 pockets. Fully lined with rich Rayon Twill.

\$17.95

18 B 1304—Aviation Tan or Walnut Brown. 34 to 44 chest. Length 29 in. State color, size. Ship. wt. 4 lbs. **\$17.95**

HEAVY WEIGHT 32 OZ. ALL WOOL MACKINAWS

SNAPPY PLAIDS

Wonder-wearing mackinaws made of our heaviest, strongest and warmest All Wool plaid (12½% virgin Wool, 87½% re-used Wool). Full cut in double-breasted style with convertible collar, four pockets and all-around belt. A splendid money-saving buy!

18 B 1202—Blue, Brown or Maroon plaids. Sizes: 34 to 46 chest. Be sure to state color and size wanted. Shipping weight 5 lbs. 8 oz. **\$8.75**

Choice

\$8.75
Each

NAVY BLUE MELTON

What warmth! What comfort! What value! These tough, extra heavy all Wool Melton mackinaws (60% reprocessed Wool, 40% reused) give unusually serviceable wear. Double protection, thanks to the double breasted front; convertible collar; two muff and two flap pockets. Belted back.

18 B 1214—Navy Blue only. Sizes: 34 to 46 chest. State size wanted when ordering. Ship. wt. 5 lbs. 8 oz. **\$8.75**



WONDER BUY!

SWANK PLAID

**Ribbed Cuffs
and Bottom**

HEAVY WEIGHT 32 OZ. ALL WOOL JACKETS

NAVY BLUE MELTON

Ideal jacket for outdoor work, made of extra heavy, extra warm All Wool Melton (60% reprocessed Wool, 40% re-used). Smartly tailored, with popular zip front and two deep slash pockets. Adjustable side buckles.

18 B 1338—Navy Blue. 36 to 46 chest. State size. Ship. wt. 3 lbs. 12 oz. **\$4.79**

TOP QUALITY OUTDOOR MODEL

Our finest All Wool outdoor jacket in a strong, warm plaid—12½% new Wool, 87½% re-used Wool. Cossack style. Zip front, two slash pockets, adjustable side buckles. Fancy belted back.

18 B 1310—Blue, Maroon or Green plaids. Sizes: 36 to 46 chest. State color and size. Ship. wt. 3 lbs. 12 oz. **\$4.98**

CALIFORNIA SPORTS-STYLED ALL SPUN RAYON FLEECE

Two-tone jacket with convertible collar, flap pockets, rib-knit cuffs and bottom. Heavy Spun Rayon Fleece.

18 B 1347—Brown with Camel Tan; or Camel Tan with Brown. Sizes: Small (34 to 36 chest); Medium (38 to 40); or Large (42 to 44). Ship. wt. 1 lb. 12 oz. **\$3.59**

159

MEN! Savings For You!



FINE QUALITY *Sanforized* DRESS SHIRTS

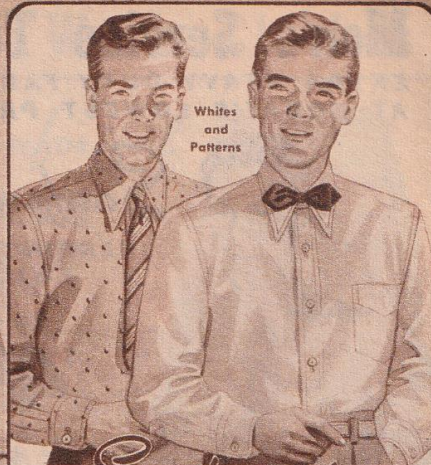
WHITES . . . STRIPES . . . SOLID BLUE

Just what you've been looking and hoping for, these style leader shirts at a thrifty low price. Firmly woven practical fabrics to give you lots of wear. High count fast color Sanforized Cotton Shirtings, won't shrink more than 1%. Non-wilt dress-type pointed collar; roomy pleated cuff sleeves and yoke back; strong buttons. **Half Sizes: 14 to 17 inches neck.** State size wanted when ordering.

33 B 349—Cotton Broadcloth, White only, Ship. wt. 14 oz. . . . \$1.98
33 B 419—Fancy Cotton Shirting, Assorted Stripes, Ship. wt. 14 oz. . . . \$1.98
33 B 340—Mercerized Cotton Poplin, Blue only, Ship. wt. 1 lb. 2 oz. . . . \$1.98

CHOICE

\$1.98
EACH



Sanforized

Our Finest Dress Shirts for Men

Expertly tailored fine quality dress shirts that feature smooth shoulders and a smart well-fitting collar with dressy three-inch points. Fabrics are Sanforized—won't shrink more than 1% and are mercerized for lasting luster. Ocean pearl buttons on the French-type front; button cuffs. **Half Sizes: 14 to 17 in. neck.** State size when ordering. Ship. wt. 1 lb. 2 oz.

Choice
\$2.98
EACH

33 B 336—Fancy Cotton Shirting in assorted patterns. Vat-dyed. Color fast. . . . \$2.98
33 B 337—High count Cotton Broadcloth, White only. . . . \$2.98

PAY LESS AT BELLAS HESS FOR MEN'S FURNISHINGS!



Sanforized Poplin Shirt

\$2.29

Our finest Poplin service shirt—heavy weight, mercerized for luster that lasts and Sanforized against shrinking more than 1%. Full cut with yoke back for freedom of action. Two flap pockets. Button-cuff sleeves. Carefully tailored throughout. **33 B 358**—Blue or Tan. **Half Sizes: 14½ to 17 in. neck.** State color and size. Ship. wt. 1 lb. 4 oz. . . . \$2.29

Warm Cotton Flannel Pajamas

Men! . . . there's comfort a-plenty in these soft double-napped, full cut Cotton Flannel pajamas for cold winter nights. Coat is nicely tailored with notched collar, breast pocket, long sleeves. Trousers have drawstring ties. Strongly stitched throughout, reinforced to retain their shape; launder easily.

33 B 342—Assorted Stripes. **Sizes: A** (34 to 36 chest); **B** (38 to 40 chest); **C** (42 to 44 chest); or **D** (46 to 48 chest). Order by letter for size. Ship. wt. 1 lb. 8 oz. **\$2.98**

\$2.98

SAVE POSTAGE TOO!

Just build up your order to \$5 or more and send cash with order. We pay the postage.



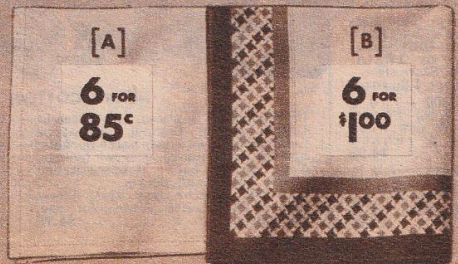
MEN'S STURDY COTTON HANDKERCHIEFS

White or Prints

Sturdy, thrift-priced Cotton Handkerchiefs for men. Excellent value! Ship. wt. 5 oz. for 6.

[A] 8 B 1051—White only. 18 in. square. Hem-stitched hem. . . . 6 for \$5½

[B] 8 B 1050—White with assorted colored borders. 17 inches square. Machine-stitched hem. Washable. . . . 6 for \$1.00



NATIONAL BELLAS HESS 161



Men's Rugged Work Clothes

Our Finest!

**EXTRA HEAVY
BLUE DENIM
WORK COAT**

\$3.98

50% Wool
Blanket-Lined

**Extra Heavy
Blue Denim**

Working men, unmatched comfort, warmth and value in our best-wearing work coat. Made of heavy duty Blue Denim. It's warmly lined with 50% Wool blanket lining in colorful bold stripes. Convertible Corduroy collar protects neck from chafing. Four deep, roomy pockets. Specially designed to allow plenty of easy action. Don't miss this buy! **18 B 1030**—Indigo Blue Denim only. Sizes: 28 to 42 waist; 30 to 36 inseam. Length 30 inches. State size. Shipping weight 2 lbs. 4 oz. **\$3.98**

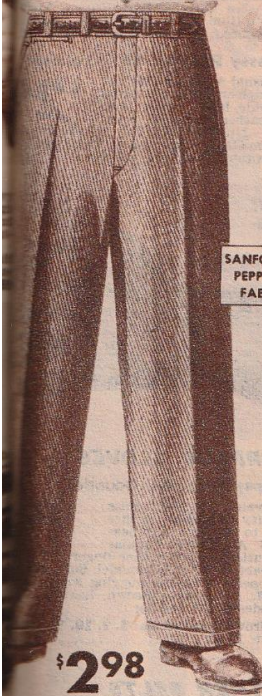
Sanforized

**8-OZ. DENIM
DUNGAREES**

\$1.89

Five Copper-
Riveted Pockets

Bulldog-tough Cowboy-style dungarees made of heavy (8-oz.) long-wearing Blue Denim that will give extra long wear and service. Sanforized—won't shrink more than 1%. Strongly stitched throughout, bartacked at points of strain. Pockets copper-riveted to withstand hard wear. Neat-fitting California yoke back for added strength. Firmly stitched belt loops. Full cut for comfort and easy action. **18 B 1030**—Blue Denim only. Sizes: 28 to 42 waist; 30 to 36 inseam. Give both measurements. Ship. wt. 1 lb. 14 oz. **\$1.89**



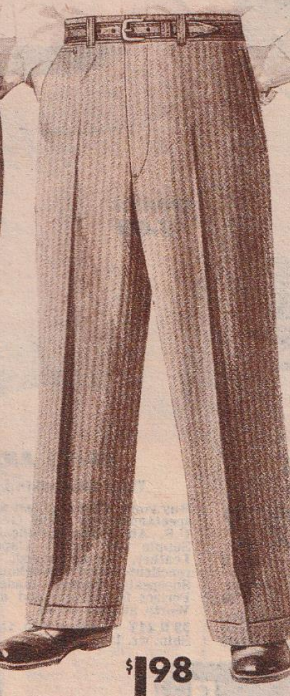
\$2.98

Tough "Battle-Axe" Whipcord
Our heaviest, longest wearing work pants! Made of famous Sanforized Pepperell "Battle-Axe" Cotton Whipcord. They fit well. Reinforced knees. Double-fabric pockets. Belt loops (no belt). **18 B 1031**—Oxford Gray only. Sizes: 29 to 44 waist; 29 to 34 inseam. Give both measurements. Ship. wt. 2 lbs. 4 oz. **\$2.98**



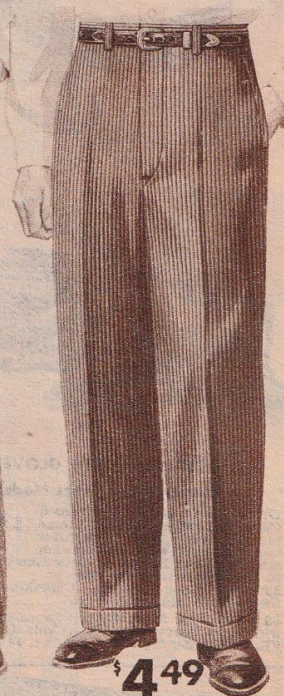
\$2.69

Heavy Covert Pants
Tough and good-looking work pants tailored of Pepperell "Frontier" Cotton Covert—Sanforized. Strong stitching; all seams reinforced. Deep pockets. Firm belt loops (no belt). **18 B 1032**—Oxford Gray only. Sizes: 29 to 44 waist; 29 to 34 inseam. Give measurements. Ship. wt. 2 lbs. 4 oz. **\$2.69**



\$1.98

Army-Type Herringbone Twill
Husky, long-wearing work pants of heavy Cotton Herringbone Twill. Sanforized for less than 1% shrinkage; fast color. Full cut. Seams double-stitched. (No belt.) **18 B 1022**—Blue or Tan. Sizes: 30 to 42 waist; 29 to 34 inseam. State color wanted and give measurements. Shipping weight 1 lb. 14 oz. **\$1.98**



\$4.49

Extra Heavy Corduroy
Guaranteed long wear and winter warmth in these work pants of our toughest Corduroy: napped back. Two side, two back pockets. Strong, heavy pockets; reinforced seams. **18 B 1054**—Navy Blue or Havana (dk.) Brown. Sizes: 28 to 40 waist; 28 to 34 inseam. State color wanted; give measurements. **\$4.49** 163



MEN'S ALL WOOL WORSTED COAT SWEATER

← \$3.98

Heavy Weight
Extra warm sweater — comfortable, good looking, long wearing! Heavy weight 100% virgin Wool Worsted knit of shrunken yarns (finer, more expensive fiber). Elastic rib knit—retains shape... allows freedom of motion. Easy-on coat style, with specially taped reinforced non-sag shoulders; snug rib knit cuffs. Reinforced bound sleeves, neck, and shoulder seams. Two handy pockets with non-sag top.

20 B 206—Colors: Oxford Gray, Navy Blue or Brown Heather. Sizes: 36 to 44 chest. State color, or size. Ship. wt. 1 lb. 9 oz. \$3.98



\$2.98

All Wool Shaker Knit

Popular V-neck slipover style in heavy weight 100% All Wool. Sturdy Shaker knit stitch for style and durability. Snug-fitting rib knit cuffs, bottom and V-neck. Perfect to wear under a jacket or without a jacket in warmer weather.

20 B 204—Gray, Blue or Tan. Sizes: 36 to 44 chest. State color, size. Ship. wt. 1 lb. 8 oz. \$2.98



\$1.98

65% Wool Utility Cardigan

Budget-priced warm sweater. New Wool, 30% reused Wool, 35% Cotton, 15% Rayon. Made to last long service and winter protection. Five-button cardigan style. Large roomy pockets; strongly reinforced.

20 B 212—Brown, Oxford or Navy Blue. 34 to 46 chest. State color, size. Ship. wt. 1 lb. 8 oz. \$1.98



WOOL FELT

SNAPPY HATS FOR ALL OCCASIONS

[A] Hollywood Styled "Hep Brim"

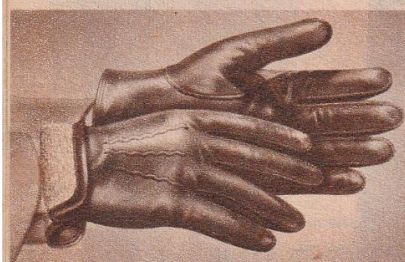
Tops for smart dressers. Hollywood style in all Wool Felt, with wide (3-in.) brim; rayon-bound edge. High pinch front crown. Sweatband, snappy plume feather.

33 B 461—Nu Tan, Medium Brown, Medium Gray or Nu Blue. Sizes: 6½ to 7½. State color and size wanted. Ship. wt. 1 lb. 12 oz. \$2.98

[B] Dressy Style for All Occasions

Smart, casual All Wool Felt hat. Popular high crown, pinch front; 2½-in. wide brim, smart bow, jaunty feather. Stitched brim.

33 B 462—Nu Blue, Nu Tan, Medium Brown or Medium Gray. Sizes: 6½ to 7½. State color and size wanted. Ship. wt. 1 lb. 12 oz. \$2.49



MEN'S CAPESKIN GLOVES

Warmly Lined Dress Model

Dressy slip-on gloves of embossed Capeskin Leather, they're Chrome tanned; keep supple even after they have been wet. Half outseam sewn. Colors: Dark Brown or Black. Sizes: 8 to 10½. State color and size.

33 B 409—Good quality Capeskin Leather. Fleece-lined. Ship. wt. 12 oz. \$2.29

33 B 410—Our finest quality Capeskin Leather, with extra heavy 100% Wool knit lining. Read "How to Order," p. 197. Ship. wt. 14 oz. \$2.98

\$2.29 UP



WORTH \$7.00

SAVE! ARMY "AIR CORPS" SURPLUS GLOVES

Thick Sheepskin Lined Mittens

Buy yours while they last at this spectacular low price! Genuine U.S. Air Force specifications. Supple top quality Capeskin Leather, chrome tanned, treated to be water repellent. Lined throughout with warm, fleecy Sheepskin. Strongly made to take hard use. Perfect for drivers and all outdoor workers. Worth at least \$7.00.

33 B 417—Leather Tan. One Size fits all men. Ship. wt. 1 lb. 12 oz. \$2.98

\$2.98



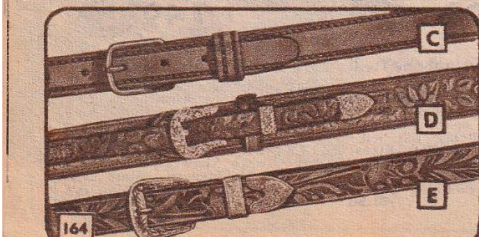
WORTH \$4.00

Capeskin Leather Gauntlet

Sensational value... don't miss it! Top quality Capeskin Leather gloves made to the rigid specifications of U.S. Air Force. Popular 5-finger gauntlet with 2 center fingers in reinforced, easy-action Gunn cut model. Soft, pliable and water-repellent. Elastic-hugging wrist. Long gauntlet cuff. All seams outsewn, heavily reinforced. Wonderful for driving.

33 B 424—Brown only. Sizes: 8, 9, 10, 11. State size. Ship. wt. 12 oz. \$1.49

\$1.49



MEN'S GENUINE LEATHER BELTS

[C] Dressy Suede Finish

Finest top grain bridle Leather with dressy Suede finish. Long-wearing. Real bargain-low price! You'll wear this handsome belt with sports or dress clothes. High-finish non-rust buckle.

33 B 432—Russet Brown. Sizes: 28 to 40 waist. State size. Shipping weight 8 oz. 98c

[D] The "Ranger"

Stunning Western "Ranger" belt, about 1¼ in. wide. Sturdy top-grain Cowhide. Embossed floral design. Engraved steel buckle, loop and tip. Billet anchor strap.

33 B 407—Russet Brown. Sizes: 30 to 40 waist. State size. Ship. wt. 8 oz. \$1.98

[E] "Ranchero"

Smart, durable "Western" belt in genuine Cowhide. Leather, one inch wide. Attractive floral leaf design. Sporty-looking, long-wearing. Silver color non-tarnish metal buckle, tip and loop.

33 B 406—Color: Saddle Tan. Sizes: 28 to 40 waist. Ship. wt. 8 oz. 98c



Young Men's
Sizes 16 to 22

\$19⁹⁸
2 Pc. Suit

To Fit Chest
32 to 38 in.

YOUNG MEN'S AND BIG BOYS' SUITS

← All Virgin Wool Herringbone

Yes! This is our best young men's suit—smartly tailored of 100% virgin Wool in everybody's favorite—Herringbone Twill weave. Double breasted model with built-up shoulders, wide peaked lapels and trim tapered waist. Drape-pleated trousers have zip fly.

18 B 1443—Blue or Brown. Sizes: 16 to 22 (to fit 32 to 38 inch chest, 28 to 33 in. waist, 28 to 33 in. inseam). State color and size wanted; give all measurements when ordering. Ship. wt. 5 lbs. **\$19.98**

65% Wool Plaids →

Quality plus! This smartly tailored long-wearing plaid (65% reprocessed Wool, 35% Cotton) looks and feels like all wool. Full Rayon lined double breasted coat has wide peaked lapels, three pockets. Drape-pleated slacks have sturdy pockets and cuff bottoms. Zip fly.

18 B 1441—Blue-Gray or Brown plaids. Sizes: 8 to 16 (to fit 26 to 32-inch chest, up to 29-inch waist, up to 30-inch inseam). State color and size wanted; give all measurements when ordering. Ship. wt. 3 lbs. 12 oz. **\$13.98**

**FOR INFORMATION ON MONTHLY
PAYMENTS SEE PAGE 196**

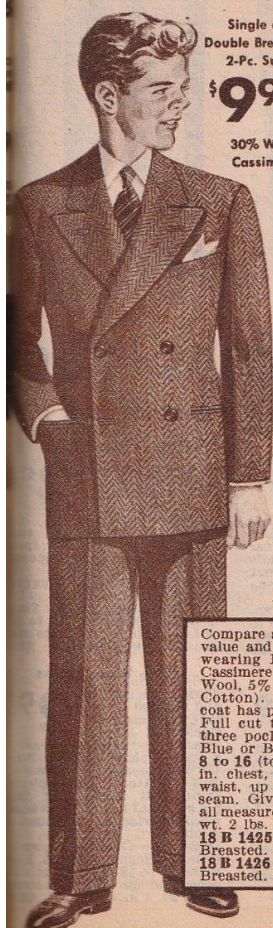


Big Boys'
Sizes 8 to 16

\$13⁹⁸

To Fit Chest
26 to 32 in.

TOP VALUES FOR BIG BOYS SIZES 8 to 16



Single or
Double Breasted
2-Pc. Suit

\$9⁹⁸

30% Wool
Cassimere



Single or
Double Breasted
2-Pc. Suit

\$10⁹⁸

63% Wool
Cheviot



**TWO-
TROUSER
SUITS
ARE
BACK!**

Coat and
Two Pairs
of Trousers

\$14⁹⁸

60% Wool
Herringbone

Compare and cheer for value and style. Long-wearing Herringbone Cassimere (30% reused Wool, 5% Rayon, 65% Cotton). Rayon-lined coat has peaked lapels. Full cut trousers with three pockets. Colors: Blue or Brown. Sizes: 8 to 16 (to fit 26 to 32-in. chest, up to 29-in. waist, up to 30-in. inseam). Give color, size, all measurements. Ship. wt. 2 lbs. 14 oz.
18 B 1425—Single Breasted.
18 B 1426—Double Breasted. Each, **\$9.98**

Success story in handsome Navy Blue Cheviot (8% new Wool, 55% reprocessed Wool, 37% Rayon). Fully lined coat with peaked lapels. Drape-pleated trousers. Color: Navy Blue. Sizes: 8 to 16 (to fit 26 to 32-in. chest, up to 29-in. waist, up to 30-in. inseam). State size, give all measurements. Ship. wt. 2 lbs. 14 oz.
18 B 1444—Single Breasted.
18 B 1445—Double Breasted. Ea., **\$10.98**

Double value in this double breasted 2-pants style. In 60% Wool Herringbone Cassimere (10% virgin Wool, 25% reprocessed, 25% reused, 40% Rayon). Durably tailored. Coat, Rayon Twill lined, has peaked lapels, 3 pockets. Drape-pleated trousers.
18 B 1453—Blue or Brown. Sizes: 8 to 16 (to fit 26 to 32-in. chest, up to 29-in. waist, up to 30-in. inseam). State color, size, measurements. Shipping weight 4 lbs. 6 oz. **\$14.98**

BELLAS HESS 165



Buys From Our Boys' Shop

CASH SAVINGS PLUS EXTRA LONG WEAR

TOP "TEAM-MATES"

[A] All Wool Buffalo Plaid Jacket Shirts

Hi, Mac, here's your "Jac" shirt, latest popular fad for warm knookabout winter outfits. New long length, double-stitched throughout. Convertible collar, 2 flap pockets, button cuff sleeves. Colors: Red-and-Black or White-and-Black plaids. Even Sizes: 12 to 20.

18 B 1346—Sturdy 15-oz. All virgin Wool buffalo plaids. State color, size. Ship. wt. 1 lb. 10 oz. **\$4.98**
18 B 1345—Extra heavy (20-oz.) All virgin Wool; slightly larger buffalo plaids. Ship. wt. 2 lbs. 10 oz. **\$6.49**

[B] Sanforized Dungarees in Three Sturdy Fabrics

Bulldog-tough cowboy pants for active boys. Made of sturdy 8-oz. fabrics, all sanforized against shrinking more than 1%. Cut full and easy; double-stitched throughout. Seams bartacked at strain points. Four roomy copper-riveted pockets.

18 B 1733X—Colors: Blue Denim, Tan Chino or Blue Cotton Herringbone Twill. Even Sizes: 6 to 16. State color and size. Ship. wt. 1 lb. 4 oz. **\$1.69**

Cotton Flannel Shirt

Glad plaids—every boy's favorite—of warm, sturdy double-napped Cotton Flannel. Convertible dress-type collar, button cuff sleeves, one breast pocket. Double-stitched seams throughout. Can be worn in or out of slacks. A smart buy for smart shoppers.

33 B 355X—Colors: Blue, Green, Brown or Red plaids. Even Sizes: 6 to 18. State color, size. Ship. wt. 12 oz. **\$1.39**

Corduroy Slacks

Splendid value in plawale Corduroy slacks—great for long wear and warmth in Winter. Smartly styled with draped pleats, cuff bottoms, 4 pockets. Fly front. All seams neatly reinforced. A perfect sports outfit when worn with all types of sport or dress shirts.

18 B 1055—Navy Blue or Dark Brown. Even Sizes: 8 to 16. State color, size. Ship. wt. 1 lb. 8 oz. **\$3.98**

Sanforized Poplin

For value and smart service, this is a shirt worth talking about.

Long-wearing mercerized Cotton Poplin, Sanforized against shrinking more than 1%. Wear it as a dress shirt with tie (that's a convertible collar). Breast pocket, cuff sleeves, strong buttons. In or out style.

33 B 414—Colors: Blue or Tan. Even Sizes: 6 to 18. Be sure to state color and size. Ship. wt. 12 oz. **\$1.49**

Plaid Corduroy Slacks

Our best and heaviest slacks in thickset, heavy-napped Corduroy in smart Glen Plaid pattern. Tailored in the favorite style, with draped-pleated front, cuff bottoms, 4 pockets, fly front. All points of strain are strongly reinforced.

18 B 1051—Colors: Brown or Blue-Gray plaids. Even Sizes: 8 to 16. State color and size when ordering. Shipping weight 1 lb. 10 oz. **\$4.49**

Part Wool Coat

A leisure leader—rich-looking coat in a sturdy blend of 25% checked Wool, 75% Spun Rayon Fleece in soft suede finish. Convertible collar, sport buttoned pockets. Strong seams for added wear.

18 B 1316—Colors: Luggage Brown with Tan checks; or Tan with Blue checks. Sizes: Small (8 to 10); Medium (12 to 14); or Large (16 to 18). State color, size. Ship. wt. 1 lb. 8 oz. **\$3.98**

50% Wool Slacks

Thrifty-pleased—and tailored just like our men's slacks. Of long-wearing Herringbone weave in a sturdy blend of 50% Wool (25% reprocessed, 25% reused), 50% Cotton. Drape-pleated front, belt loops; four lined pockets, cuff bottoms. All seams neatly bartacked at points of strain.

18 B 1014—Colors: Brown or Blue Herringbone stripes. Even Sizes: 8 to 18. Be sure to state color and size when ordering. Ship. wt. 1 lb. 8 oz. **\$2.98**

Husky Togs Keep You Warm All Winter

TERRIFIC VALUES FOR BIG BOYS . . . SIZES 6 to 18



HEAVY ALL WOOL MACKINAWS . . . SIZES 8 to 18

Cold-Defying Plaids

Old weather favorite with all boys. Economically priced top quality double breasted coat of extra heavy 100% Wool (12½% virgin Wool, 87½% reused Wool) in smart, tussy plaids. Convertible collar—protects chest and neck. Two warm, handy muff pockets; two flap pockets.
18 B 1201—Blue, Maroon or Brown plaids. Even Sizes: 8 to 18. State color and size wanted. Shipping weight 3 lbs. 12 oz. \$6.98

Fully Lined for Super Warmth

Excellent value in a smart, sturdy mackinaw of two-tone All Wool Fleece (15% virgin Wool, 85% reused Wool); fully lined with Cotton Flannel for greater warmth. Fancy back; all-around belt; convertible collar. Four front pockets plus a large zip-closing book pocket.
18 B 1218—Blue or Maroon plaid combinations. Even Sizes: 8 to 18. State color and size. Shipping weight 4 lbs. \$8.98

32-OZ. ALL WOOL FLEECE

A Favorite Zip-Front Jacket

Thrifty, good looking jacket that provides real cold-weather protection. Smartly styled of All Wool plaid and solid color Melton Fleece (both 15% virgin Wool, 85% reused Wool). Popular zip-front closing and fancy belted and pleated back; adjustable side straps. Two convenient deep slash pockets. A well tailored roomy coat of durable fabric and sturdy construction.
18 B 1340—Blue or Maroon plaid combinations. Even Sizes: 8 to 18. State color and size when ordering. Shipping weight 2 lbs. 10 oz. \$4.98



WARM ZIP-FRONT WINTER JACKETS

80% Wool Melton
 real bargain in a zip-front winter weight Melton jacket. Well made of a sturdy 80% Wool fabric (50% virgin Wool, 30% reprocessed, 10% reused); Rayon and 5% Cotton. Lined with two warm slash pockets; adjustable side straps. Strongly stitched seams.
18 B 1337—Maroon only. Even Sizes: 6 to 16. State size wanted when ordering. Ship. wt. 2 lbs. 4 oz. \$2.98

All Wool Plaids
 All Wool plaid jacket (15% virgin Wool, 85% reused). Zip-front; belted back. Adjustable side straps; two pockets. Reinforced seams. Even Sizes: 6 to 16. State color and size. Ship. wt. 2 lbs. 10 oz.
18 B 1341—Heavy, 24-oz. Brown, Blue or Maroon Plaids. \$3.79
18 B 1309—Extra heavy weight (32-oz.). Brown, Blue or Maroon plaids. \$4.69

GENUINE CAPESKIN LEATHER

Aviator Style . . . Super Value
 Handsome, long-wearing jacket expertly made of smooth, top grade Capeskin Leather. Smart belted back; three pockets; sleeve straps. Zips shoulder-high for double chest protection. Extra warm heavy quilted Rayon lining.
18 B 1302—Aviation Tan or Buccaneer Brown. Even Sizes: 10 to 18. State color and size wanted when ordering. Ship. wt. 3 lbs. 2 oz. \$12.98

Cossack Jacket
 You'll welcome the warmth and comfort of this sturdy weather-proof Capeskin Leather jacket. Smartly tailored with zip front, belted back; three pockets. Adjustable sleeve straps. Warm fleecy Cotton lining in colorful plaid.
18 B 1300—Chocolate Brown. Even Sizes: 8 to 18. State size wanted. Ship. wt. 2 lbs. 10 oz. \$10.98 **167**



Sizes
8 to 16

BOYS' 2-PIECE PAJAMAS

\$1.98

Heavy, Warm
Cotton Flannel

Real comfort for frosty nights. Boys' two-piece pajamas of warm, double-napped Cotton Flannel. Full cut coat has long sleeves and breast pocket. The drawstring pants have wide legs. Reinforced seams. Come in smart, cheerful stripes.

33 B 328—Assorted stripes. **Even Sizes: 8 to 16.** State size; Shipping weight 1 lb. 2 oz. **\$1.98**



\$1.39

Sanforized
DRESS SHIRTS

For All Boys



\$1.59

Sturdy Cotton Poplin

Good value in neat, well made shirts of mercerized Cotton Poplin. Neat pointed collar; button cuffs; breast pocket and action back. Double stitched throughout. Sanforized against shrinkage of more than 1%. **Colors: Blue or Tan.** State color, size. Ship. wt. 1 lb. 2 oz. **33 B 389**—Sizes: 6, 8, 10, 12. **\$1.39** **33 B 398**—Neck: 12½ to 14. **\$1.39**

Fine Quality Shirts

Good looking dress shirts fully tailored of fine, sturdy Cotton fabrics. Sanforized—won't shrink more than 1%. Pointed collar pocket and button cuff sleeves. Well cut for long wear. **Colors: Assorted stripes; also White.** State choice and size. Ship. wt. 10 oz. **33 B 420**—Sizes: 6, 8, 10, 12. **\$1.59** **33 B 421**—Neck: 12½ to 14. **\$1.59**



89¢

Sizes
8 to 16



\$1.98
UP

Zip-Front Sweater

Warm, dressy two-tone cardigan with plaid front; popular zip closing. Sporty set-in pockets. Blue or Maroon plaid combination. **Even Sizes: 8 to 16** (28 to 36 in. chest). State color and size. Ship. wt. 1 lb. 8 oz. **20 B 217**—45% new Wool, 10% Rayon, 45% Cotton. **\$1.98** **20 B 215**—Soft 100% All virgin Wool. **\$2.98**



\$1.00
UP

Thrifty Priced Sweater

Durable winter weight sweaters with popular V-neck. Snug rib knit cuff and bottom keep out cold winds. **Even Sizes: 8 to 16** (28 to 36 chest). State color, size. Ship. wt. 1 lb. 2 oz. **20 B 203**—15% Wool, 15% Rayon; 70% Cotton. Royal Blue, Luggage Brown or Camel Tan. **\$1.00** **20 B 201**—100% All Wool. Blue, Wine or Luggage Brown. **\$1.98**



\$1.69

30% Wool Sweater

Sporty herringbone front on this warm V-neck sweater—30% Wool (20% new Wool, 10% reused), 20% Rayon, 50% Cotton. Solid color rib-knit back, bottom and long sleeves; two patch pockets. **20 B 216**—Colors: Blue or Camel Tan. **Even Sizes: 8 to 16** (28 to 36 chest). State color, size. Ship. wt. 1 lb. 4 oz. **\$1.69**



Leather Helmet

Leather helmet with Lambskin fur peak; Cotton Flannel lining leather chin strap. Brown or Black. **33 B 453**—Sizes: Small (6½ to 6¾); Medium (6¾ to 6⅞); Large (7 to 7½). Ship. wt. 14 oz. **\$1.49**



Aviator Style Helmet

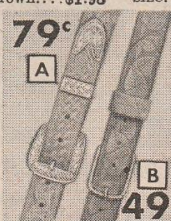
Thrill-priced now! Sturdy "ace" helmet of Simulated Leather-and-warm plaid Corduroy. Detachable goggles. **33 B 454**—Black with Red, Blue or Green Corduroy. Sizes: Small (6¼ to 6½); Medium (6½ to 6¾); Large (6¾ to 7¼). Ship. wt. 8 oz. **\$1.49**



For
All
Boys

"Pinched" Crown Hat

Swanky hat for dress-up wear. Made of All Wool Felt with smart "pinched" crown and two-tone Rayon band. Feather; sweatband. **33 B 455**—Brown, Soldier Blue, Gray or Nu-Tan. Sizes: 6¼ to 7¼. State color, size. Ship. wt. 1 lb. 3 oz. **\$1.49**



79¢
A

49¢
B

Boys' Leather Belts

Non-rust buckles. Even Sizes: 24 to 32 waist. **[A]** **33 B 404**—Western style of genuine Cowhide Leather in floral design. Metal tip, buckle and loop. Color: Saddle Tan. Ship. wt. 8 oz. **79¢** **[B]** **33 B 402**—Cowhide Bridle Leather. Floral design. Color: Russet Tan. Ship. wt. 6 oz. **49¢**



39¢
Clip-On
Style

Elastic Suspenders

Dependable, durable All-Elastic Rayon suspenders for boys. Four metal clip-on clasps that hold tight—end all "suspenders button" worry. **33 B 403**—Copen Blue; Navy Blue, Brown or Maroon. Fit sizes: 4 to 12 years. Length 28 inches. State color wanted. Ship. wt. 4 oz. **39¢**



BOYS' RAINCOAT OUTFITS IN DU PONT BUNA-S RUBBER

Well for stormy weather! Buna-S heavy Rubber—won't crack or peel. Button-front coat, full cut for freedom. Two-way collar, 2 slash pockets, aglan sleeves, double-stitched seams. Matching police-type helmet gives complete protection for head and neck. Color: Black. Even Sizes: 4 to 16. Ship. wt. 3 lbs. 4 oz.

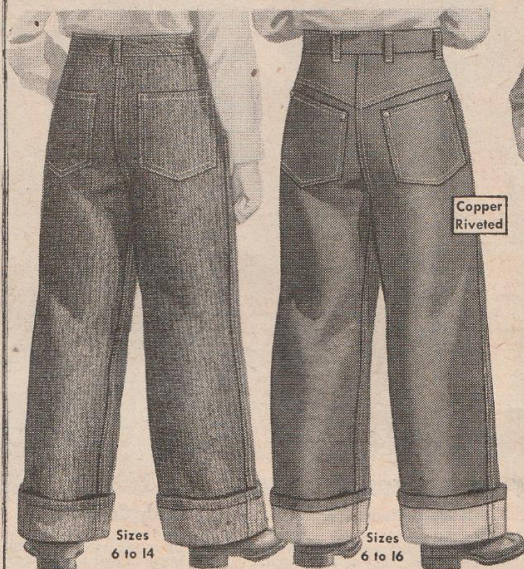
- A) 18 B 1398—Made with double back with ventilating eyelets. State size. \$3.98
B) 18 B 1399—Made with single back. State size. \$3.39

\$3³⁹
UP

Sizes
4 to 16

Boys' Shop Value Find! Sanforized 8-oz. Fabrics

BULLDOG-TOUGH DUNGAREES AND OVERALLS



Sizes
6 to 14

Sizes
6 to 16



Sizes
4 to 16

"Western" Jeans

Built for long, sturdy wear. Heavy jeans made of 8-oz. Cotton Covert—Sanforized against shrinking more than 1%. Wide waistband style, 4 big pockets, fly front, double stitched seams. Regular \$1.69 value—a wonderful Bellas Hess bargain. 18 B 1715—Oxford Gray. Even Sizes: 6 to 14. State size, Ship. wt. 1 lb. 4 oz. 98¢

98¢

Sturdy Dungarees

Rugged, full-cut dungarees of tough 8-oz. Sanforized fabrics. Won't shrink more than 1%. Copper-riveted pockets; double-stitched seams, bartacked at points of strain. 18 B 1723—Blue Denim, Blue Twill or Tan Chino Cloth. Even Sizes: 6 to 16. State material, size. Ship. wt. 1 lb. 4 oz. \$1.69

\$1.69

Denim Overalls

These sturdy overalls are made of heavy, Sanforized-shrunk 8-oz. Denim for extra strength and extra wear. Full cut and roomy; main seams are double stitched. Deep, roomy pockets for toys or tools. 18 B 1724—White-back Blue Denim. Even Sizes: 4 to 16. State size. Ship. wt. 1 lb. 8 oz. \$1.88

\$1.88



\$1.49

For
All Boys

Heavy Weight Flannel Shirt

Longer wearing work shirt—of double-napped solid color Cotton Flannel. Extra warm, with pointed collar, 2 pockets, long button-cuff sleeves. Colors: Blue or Gray. Shipping weight 14 oz. 18 B 413—Little Boys' Sizes: 6 to 12. State color and size. . . \$1.49
18 B 413X—Big Boys' Sizes: 12 to 14 neck. \$1.49

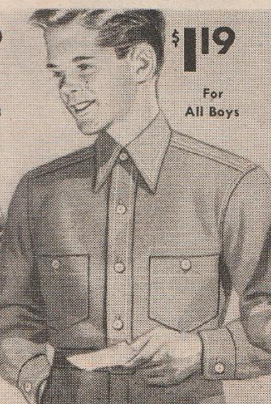


\$1.19
UP

Sizes
6 to 18

Flannel in Two Qualities

Snappy plaids in long-wearing sturdy Cotton Flannel. Convertible collar, cuffed long sleeves. Wear in or out. Colors: Assorted Blue, Brown, Green or Red plaids. Even Sizes: 6 to 18. State color and size wanted. Ship. wt. 12 oz. 33 B 371—Winter weight. . . \$1.19
33 B 355—Heavy weight, double napped. \$1.39



\$1.19

For
All Boys

Sanforized Chambray

Smartly styled work shirt of heavy Sanforized-shrunk Chambray. Full cut, double-stitched throughout, with pointed collar, double shoulder yoke, big pockets, button cuffs. State size. Ship. wt. 10 oz. 33 B 390—Blue only. Little Boys' Sizes: 6 to 12. \$1.19
Big Boys' Sizes: 12½ to 14 neck. \$1.19



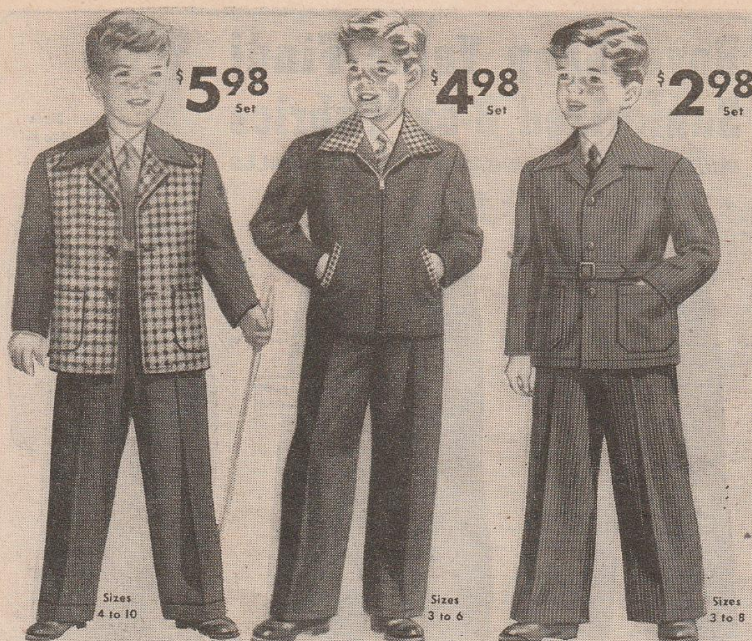
98¢

Sizes
6 to 16

"Superman" Sweat Shirt

Yes, that's the real "Superman" design on front! Made of heavy knit Cotton with highly absorbent fleeced inner side. Strongly stitched throughout. Ribbed neck, cuffs and bottom. 33 B 306—Nautical Blue or Tank Tan. Even Sizes: 6 to 16. State color and size. Ship. wt. 1 lb. 4 oz. 98¢

NATIONAL BELLAS HESS 169



WARM TWO-PIECE SPORTS SUITS

Part Wool 2-Tone Style

Snappy 2-piece leisure suit. Checked coat front is 55% Wool (20% new Wool, 35% reused), 45% Rayon. Rest of coat and slacks are of mercerized Cotton Gabardine. Two-way collar. Slacks have elastic-side waistband, self-belt, fly front, cuff bottoms. **18 B 1430**—Navy Blue or Brown. Even Sizes: 4 to 10. State color, size. Ship. wt. 2 lbs. 10 oz. . . . \$5.98

All Wool Flannel Zip Suit

Fine All virgin Wool Flannel. Jacket has zip closing. All Wool check collar and pocket trim. Warmly lined with Cotton Suede. Bib-top longies with side pockets, adjustable shoulder straps; reinforced throughout. **18 B 1455**—Navy Blue or Brown. Sizes: 3, 4, 5 and 6. State color and size when ordering. Ship. wt. 1 lb. 10 oz. . . . \$4.98

Sturdy Corduroy

Warm and durable wide-wale Corduroy outfit. Coat has two roomy pockets and a belt. Bib-top overalls with adjustable shoulder straps. All seams reinforced for longer wear. Good style, good quality, low price. **18 B 1448**—Navy Blue or Brown. All Sizes: 3 to 8. State color and size wanted when ordering. Ship. wt. 2 lbs. 4 oz. . . . \$2.98



"LONE RANGER" OUTFIT

Every boy dreams of owning a rootin', tootin' cowboy outfit like this. Two-color mercerized Cotton Poplin Western style shirt. Wide-flaring chaps have thrilling Lone Ranger and faithful guide Tonto decorations; fly front. Imitation leather waist front. Included in this famous 8-piece outfit is a toy gun with imitation leather holster and belt, black mask, lariat, cowboy hat, bandanna. **18 B 1449**—Even Sizes: 4 to 14. State size. Ship. wt. 2 lbs. 8 oz. . . . \$4.59



PART WOOL OUTFITS

CHOICE

\$6.98 Set

Single or Double Breasted



PART WOOL TWO-PIECE SUITS

CHOICE

\$5.98 Suit

COMPLETE 5-PC. OUTFITS . . . SIZES 4 TO 10

Here's real value for your money! Good-looking Part Wool Cheviot suit that will wear and wear — 63% reprocessed Wool, 37% Rayon. Well cut jacket, trim belted longies. Dress shirt and snappy tie complete the outfit. A wonderful don't-miss buy at our low price. Color: Navy Blue. All Sizes: 4 to 10. State size. Shipping weight 2 lbs. 6 oz. **18 B 1415**—Single Breasted. . . \$6.98 **18 B 1416**—Double Breasted. . . \$6.98

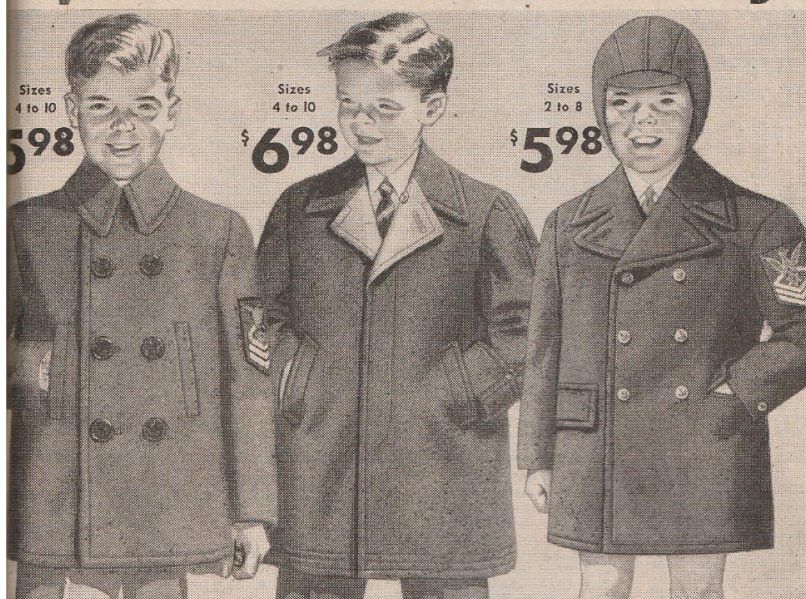
A fellow likes to dress up in an outfit like this. Well tailored suit in serviceable Herringbone Cassimere, 30% reused Wool, 5% Rayon, 65% Cotton. Full-cut coat, belted longies. Included are dress shirt and smart tie. A real Bellas Hess budget-stretching low price. Colors: Brown or Blue. All Sizes: 4 to 10. State color and size. Shipping weight 2 lbs. 10 oz. **18 B 1413**—Single Breasted. . . \$6.98 **18 B 1414**—Double Breasted. . . \$6.98

SMARTLY TAILORED . . . SIZES 4 TO 10

All-time favorite with boys — they like the smooth grown-up lines. Skillfully tailored Navy Blue Cheviot, 63% Wool (8% virgin Wool, 55% reprocessed Wool), 37% Rayon. Well cut double breasted coat has strong piped seams for long wear. Lined facings and taped front hold the shape. Full cut longies; matching belt, fly front, cuff bottoms. **18 B 1418**—Navy Blue only. All Sizes: 4 to 10. State size wanted. Ship. wt. 2 lbs. 6 oz. . . . \$5.98

Expertly tailored double-breasted suit of extra long-wearing Herringbone Cassimere (30% reused Wool, 5% Rayon, 65% sturdy Cotton). Smooth-fitting coat has notch lapels, two pockets. Full cut trousers have cuff bottoms, fly front, matching belt. Exceptionally good value at a typically Bellas Hess low price. **18 B 1417**—Blue or Brown Herringbone. All Sizes: 4 to 10. State color, size. Ship. wt. 2 lbs. . . \$5.98

Boys' Cold Weather Togs



Sizes
4 to 10
\$5.98

Sizes
4 to 10
\$6.98

Sizes
2 to 8
\$5.98



Coat
\$3.98

Ski Pants
\$3.98

FULLY LINED HEAVY ALL WOOL WINTER COATS

Navy Style Pea Coat

Favorite Navy style double breasted pea coat in our heaviest All Wool Melton (15% virgin Wool, 60% reprocessed, reused). Navy style collar, deep pockets, Navy-buttons and warm. Fully lined with warm plaid.

221-Navy Blue. Even Sizes: 10. Be sure to state size when ordering. Ship. wt. 14 oz. \$5.98

All Weather Reversible

Wonderful rain or shine coat that every boy needs. Heavy All Wool (reprocessed) Melton, with water-repellent Cotton Gabardine on reverse side. The stitched convertible collar can be buttoned high. Two pockets.

18 B 1208—Colors: Teal Blue or Brown. Even Sizes: 4 to 10. Be sure to state color and size wanted when ordering. Shipping weight 3 lbs. \$6.98

Heavy Melton "Admiral"

Extra warm, and extra smart "Admiral" style double breasted coat. In Navy Blue heavy All Wool Melton—(70% reprocessed Wool, 30% reused). Convertible collar can be buttoned high; has gold color buttons. Deep flap pockets. Warmly lined with plaid Cotton Flannel. Cap not included.

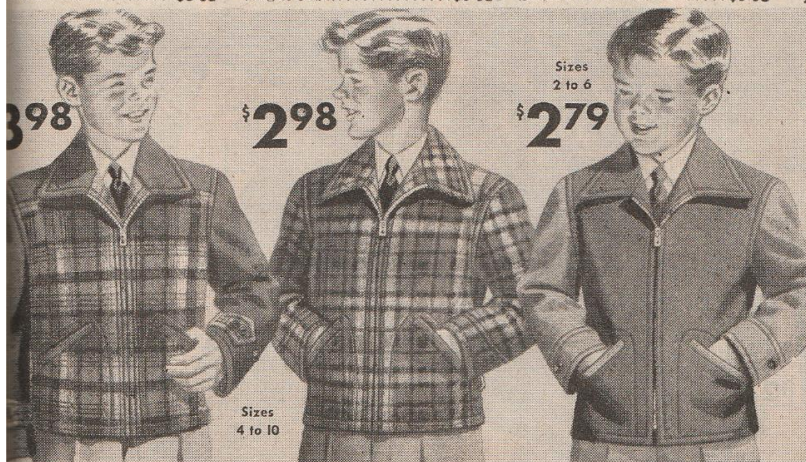
18 B 1204—Navy Blue. All Sizes: 2 to 8. State size wanted. Ship. wt. 2 lbs. 10 oz. \$5.98

100% WOOL . . . SIZES 4 to 10 Jacket. Warm All Wool buffalo plaid (60% virgin Wool, 40% reused Wool. Two-way collar, 2 deep pockets.

18 B 1342—Red-and-Black plaid. Even Sizes: 4 to 10. Ship. wt. 1 lb. 6 oz. \$3.98

Ski Pants. Extra heavy All Wool Melton Cloth (reprocessed Wool). Fully lined with warm Cotton Flannel. Reinforced double knee patches. Zip closing knitted ankles.

18 B 1500—Navy Blue or Brown. Even Sizes: 4 to 10. Shipping weight 2 lbs. 8 oz. \$3.98



\$3.98

\$2.98

\$2.79

\$2.98

Sizes
2 to 8



WARM WINTER WEIGHT ZIP-FRONT JACKETS

Heavy 32-Oz. All Wool

Is our best quality extra weight All Wool jacket that the cold (15% virgin Wool, reused Wool). It's a good-looking two-tone plaid and solid Melton Fleece combination popular zip-front closing, warm slash pockets, adjustable buckles.

1339—Colors: Blue plaid or plaid combinations. Even Sizes: 4 to 10. State color and size wanted. Ship. wt. 2 lbs. 4 oz. \$3.98

100% Wool Plaids

Warm and serviceable jacket for school or sports wear. Tailored of husky All Wool plaids (12½% virgin Wool, 87½% reused Wool) with favorite quick-action zip-front closing. Adjustable side buckles for correct fit. Deep, warm slash pockets. Designed with action-loving youngsters in mind.

18 B 1308—Colors: Blue, Maroon or Brown plaids. Even Sizes: 4 to 10. Be sure to state color and size wanted. Ship. wt. 1 lb. 14 oz. \$2.98

90% Wool Two-Toner

Snappy two-tone jacket that boys go for. Warm, winter weight 90% Wool Melton (10% virgin Wool, 30% reused Wool, 50% reprocessed Wool, 10% other fibers. Handy full zip front. Slash pockets, stitched-down belted back, strong serged seams.

18 B 1344—Colors: Blue body with Maroon trim; or Brown body with Teal Green trim. All Sizes: 2 to 6. State color and size wanted. Ship. wt. 1 lb. 12 oz. \$2.79

50% Wool Leisure Coat

Styled like big brother's and very popular with the young crowd, too. Well tailored of warm 50% virgin Wool, 50% Rayon, with a snappy plaid front, solid color sleeves and back. A typical Bellas Hess miracle-low price!

18 B 1317—Brown, Blue or Tan. Even Sizes: 2 to 8. State color and size. Ship. wt. 1 lb. 10 oz. \$2.98

Shirt
\$1.49



Sanforized

Herringbone Twill

**BIB-TOP
LONGIES**

\$1.00

WORTH \$1.59

Sizes 4 to 12

Look to Bellas Hess to bring you a bargain like these sturdy bib-top longies. They're well made of heavy Cotton Herringbone Twill, with double-stitched seams to stand rough wear. Sanforized—won't shrink more than 1%. Adjustable shoulder straps; two handy pockets.

18 B 1747—Navy Blue or Postman Blue. Even Sizes: 4 to 12. State color and size wanted. Ship. wt. 1 lb. \$1.00

33 B 414X—Shirt. Sanforized Cotton Poplin. Colors: Blue or Tan. Sizes: 6, 8, 10, 12. State color and size wanted. Ship. wt. 12 oz. \$1.49

Suit
\$1.00
Sizes
3 to 6



Suit
\$1.35
Sizes
1 to 6



STURDY WASHABLE SHORTY SUITS

Two-Tone Cotton

Worth \$1.39! Smart outfit with striped short-sleeved shirt and solid color button-on shorts of heavy Cotton Gabardine Twill. Adjustable belt; reinforced seams.

18 B 1615—Navy Blue. Sizes: 3, 4, 5, 6. State size. Ship. wt. 12 oz. \$1.00

Cotton Poplin

An excellent value. Crisp Cotton Poplin suit with contrasting braid trim. Half sleeves. Full cut, button-on belted shorts.

18 B 1601—Blue or Tan; each with White top. Sizes: 1, 2, 3, 4, 5, 6. State color and size. Ship. wt. 8 oz. \$1.35

Cotton Jersey

Top value in a warm wearing outfit of Cotton Jersey. Striped long sleeve sweater, color shorts with button suspenders.

18 B 1406—Blue, Brown or Green. Sizes: 3, 4, 5, 6. State color and size. Ship. wt. 1 lb. 4 oz. \$1.35



69
[A]

\$1.98



\$1.19
[C]

\$2.39

All Wool
\$1.79
[E]



\$1.00
[F]

89¢
[G]



Sanforized
89¢
[H]

Sanforized
\$1.19
[J]

\$1.59
Corduroy
[K]



[L]
Overall
Suit
\$1.69

SANFORIZED

THRIFTY BUYS IN "MIX 'EM-UP" TOGS FOR BOYS

[A] **33 B 305**—Polo Shirt. Fine knit Cotton. Washable. Colors: Blue, Brown, Green or Maroon stripes. All Sizes: 2 to 8. Ship. wt. 8 oz. \$1.98

[B] **18 B 1700**—Overalls. Rugged Pinwale Corduroy. Full cut. Reinforced seams. Navy Blue, Brown or Maroon. All Sizes: 2 to 8. Ship. wt. 1 lb. 3 oz. \$1.98

[C] **33 B 352**—Shirt of warm Cotton Flannel. Button-cuffs; 2-way collar. Colors: Blue, Brown, Green or Maroon assorted plaids. Even Sizes: 4 to 10. Ship. wt. 8 oz. \$1.19

[D] **18 B 1710**—Overalls of extra heavy tweed pattern Corduroy. Reinforced seams. Gray or Brown. 4, 6, 8, 10. Wt. 1 lb. 4 oz. \$2.39

[E] **20 B 200**—Sweater. Warm 100% All Wool. Wine, Blue or Luggage Brown. Even Sizes: 2 to 8. Ship. wt. 14 oz. \$1.79

[F] **20 B 122**—Sweater. Heavy rib-knit Cotton in bright Antelope pattern. Ribbed neck, sleeves, bottom. Colors: Blue or Maroon. 2, 4, 6. Ship. wt. 12 oz. \$1.00

[G] **33 B 431**—Polo Shirt. Durable close knit Cotton. Button collar. Colors: Blue, Tan or Green stripes. Sizes: 4, 6, 8, 10. State color, size. Ship. wt. 8 oz. \$1.59

[H] **18 B 1726**—Overalls of Sanforized hardy Cotton Twill. Bib top; reinforced seams. Colors: Navy Blue or Brown. Even Sizes: 2 to 10. Ship. wt. 1 lb. \$1.35

[J] **18 B 1708**—Overalls. Sanforized Cotton Worsted Herringbone. Blue or Brown. Even Sizes: 2 to 10. Ship. wt. 12 oz. \$1.19

[K] **18 B 1721**—Overalls of sturdy Corduroy. Double-seamed legs. Colors: Blue, Brown, Green or Maroon. Sizes: 2, 4, 6, 8. Ship. wt. 12 oz. \$1.59

[L] **18 B 1729**—One-piece Overall Suit of Sanforized heavy Blue pin-check Cotton. Just the thing for an active boy. Styled with sport collar, long sleeves and three handy pockets. Long trousers with button drop-seat back, fly front. All points of strain reinforced. Color: Blue only. All Sizes: 2 to 8. Ship. wt. 1 lb. \$1.69



MEN'S SMART DRESS SOCKS IN TWO LENGTHS

45¢
2 PRS.
87¢
[A]

[A] Colorful Argyles

Men's and youths' genuine "Banner Wrap" slack socks knit of 2-ply combed Cotton yarns, dyed before knitting to insure lasting colors. Smart Argyle knit-in patterns. Snug elasticized stay-up ribbed tops. **5 B 302**—Green, Brown, Navy Blue or Maroon. Sizes: 9 to 13. State size. Ship. wt. pr. 3 oz. 45¢ pair; 2 pairs, 87¢

[B] Dressy Rayon

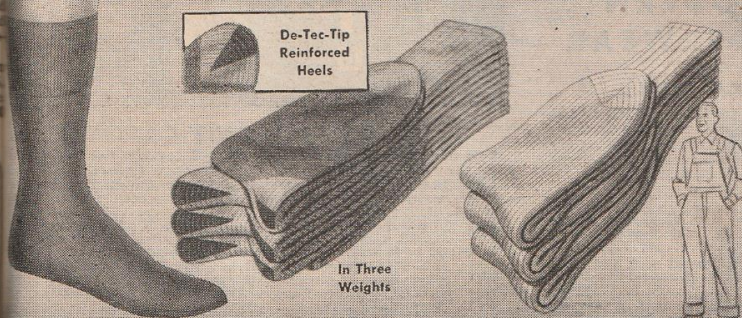
Genuine "Banner Wrap" Rayon socks with attractive knit-in pattern. Snug ribbed tops; Cotton-reinforced heels, toes. Seamless for extra comfort. Colors: Black, Navy Blue, Maroon or Brown. Sizes: 10 to 13. State color and size. Ship. wt. pr. 2 oz. **5 B 307**—Full Length Socks. 39¢; 2 pairs, 75¢ **5 B 308**—Short Slack Socks. 39¢; 2 prs., 75¢

[C] Sensational Value

Excellent quality Rayon plated on durable Cotton. Unusually smart fancy patterns. Fine ribbed tops; reinforced Cotton heels and toes. Colors: Navy Blue, Brown, Maroon, Camel Tan or Copen Blue. Sizes: 10 to 12. Ship. wt. pr. 2 oz. **5 B 400**—Full Length Socks. 20¢; 3 pairs, 58¢ **5 B 401**—Short Socks. 20¢ pair; 3 pairs, 58¢

[D] Mercerized Cotton

Superior quality mercerized Cotton socks knit in smart English rib to toe. Ideal for both sports and dress wear. Heels and toes reinforced with Du Pont Nylon. Seamless. Colors: Black, Navy Blue, Brown, Dk. Green, Gray. Sizes: 10 to 13. State color, size. Ship. wt. pr. 2 oz. **5 B 309**—Full Length Socks. 39¢; 3 pairs, \$1.15 **5 B 310**—Short Slack Socks. 39¢; 3 pairs, \$1.15



TERRIFIC BUYS IN MEN'S WORK SOCKS

Strong Army "Mules"

For men who want thrifty, comfortable socks that are extra durable and good looking, too. Knit medium fine gauge of strong 2-thread heavy Cotton. Have elastic ribbed tops and reinforced heels and toes. Seamless feet for lasting comfort. **5 B 411**—Black, Navy Blue; Navy or Gray. Sizes: 10 to 12. State color and size wanted when ordering. Ship. wt. pr. 2. 24¢ pair; 3 pairs, 69¢

29¢
3 PRS. 85¢



Cotton Slack Socks

Great value in boys' sturdy head heather Cotton slack socks in striped and Argyle patterns. Elasticized ribbed reinforced heels, toes. **5 B 412**—Brown, Maroon or Navy. Sizes: 8 to 11. State size; first and second color choice. Ship. wt. pr. 2 oz. 29¢ pair; 3 pairs, 85¢

Famous "Rockfords"

Our toughest-wearing 2-thread Cotton work socks with the rugged "De-Tec-Tip" reinforcement. Genuine Rockfords in your choice of 3 weights. Color: Brown mixture only. Sizes: 10 to 12. State size. **5 B 404**—Medium Weight. Ship. wt. 6 prs. 14 oz. 6 pairs, \$1.25 **5 B 405**—Heavy Weight. Ship. wt. 6 prs. 1 lb. 2 oz. 6 prs., \$1.45 **5 B 406**—Extra Heavy Weight. Ship. wt. 6 prs. 1 lb. 8 oz. 6 pairs, \$1.74

21¢
3 PRS. 59¢



Rayon-Plated Cotton

Boys' smart slack socks of excellent quality Rayon plated on durable Cotton. Fancy patterns. Snug elastic tops that really stay up. Reinforced Cotton heels and toes. **5 B 402**—Maroon, Navy Blue, Brown or Green. Sizes: 8½ to 10½. State color, size. Ship. wt. pr. 2 oz. 21¢ pair; 3 pairs, 59¢

Warm 25% Wool

Men's "Footwarmer" brand socks—the ideal hose to wear in zero weather. They're knit of 25% soft new Wool for warmth and 75% strong Cotton for durability. Thick, resilient, absorbent. Trim-fitting ribbed Cotton tops, reinforced heels, toes. Seamless for added comfort. **5 B 413**—Natural Gray only. Sizes: 10 to 12. State size wanted when ordering. Ship. wt. pr. 3 oz. 35¢ pair; 3 pairs, \$1.00

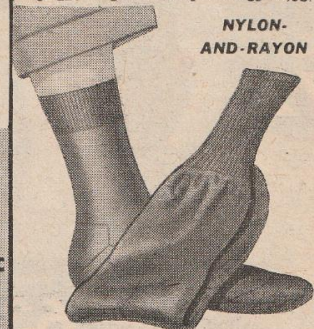


Sharp Blazer Stripes

Bright, sporty blazer-striped crew socks for boys and young men. In long-wearing medium weight mercerized Cotton, with snug English rib tops; reinforced heels and toes. **5 B 403**—Brown, Navy Blue; or Royal Blue. Sizes: 8 to 11. State color, size. Ship. wt. pr. 2 oz. 29¢ pair; 3 pairs, 85¢



3 PRS. **GUARANTEED 3 MONTHS**
3 prs. must wear 3 mos. (worn by the same person) or new ones free! Rayon, with mercerized cotton heels, toes; ribbed tops. Colors: Gray, Black, Navy, Tan, White. 9½ to 12. Ship. wt. 3 prs. 5 oz. **5 B 407**—Short Slack Socks. 3 prs., 98¢ **5 B 408**—Full Length. . . . 3 prs., 98¢ Durable, fine gauge mercerized Cotton. Reinforced heels, toes; ribbed tops. Colors: Black, Navy Blue, Brown, Gray, White, Tan. Sizes: 9½ to 12. **5 B 409**—Slacks. Wt. 3 prs. 5 oz. 3 prs. 98¢ **5 B 410**—Regular. Wt. 3 prs. 6 oz. 3 prs., 98¢



Men's Finer Dress Socks

These smooth-fitting smart socks are miracles for long wear. Knit in fine gauge of Du Pont Nylon and Rayon. Durable mercerized Cotton sole, heel, toe, ribbed top. Seamless. Colors: Black, Navy, Brown or White. 10 to 13. State color, size. Ship. wt. pr. 2 oz. **5 B 300**—Full Length. 49¢; 2 prs. 95¢ **5 B 301**—Short Slacks. 49¢; 2 prs. 95¢

49¢
2 PRS. 95¢



OTIS MODERN UNDERWEAR

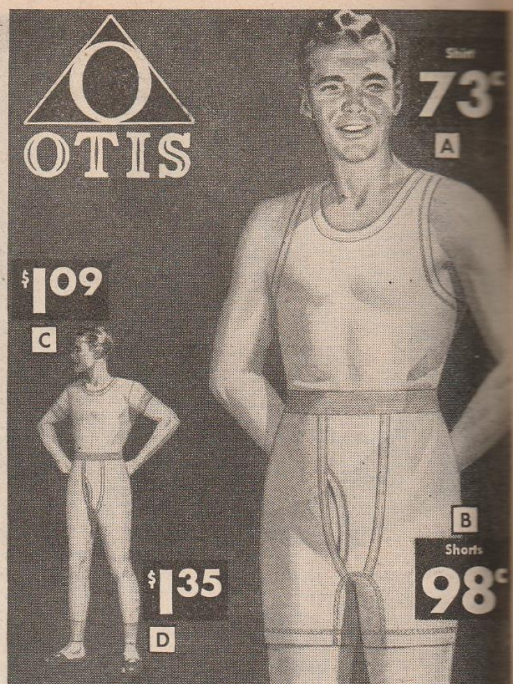
WINTER WEIGHTS FOR MEN

These sturdy garments all carry the famous Otis label. And you know what that means . . . finer workmanship, excellent fit, longer wear. They're made of superior quality winter weight rib-knit Cotton. You'll appreciate their non-bulky, cozy warmth. Full cut for complete action comfort. All seams are carefully finished so they stay smooth, don't chafe. Yes, when you order Otis you get our finest. Color: Cream White.

13 B 816—Mid-thigh Shorts. Warm, non-bulky shorts specially tailored for "no-bind" fit. Convenient buttonless style, with all-around elastic waistband and thigh-hugging cuffs. Reinforced fly front; double crotch. Sizes: 30 to 44 waist. State size. Ship. wt. 6 oz. \$1.05

13 B 817—Shirt. Short sleeved no-button shirt. Round neck and snug cuffs. Comfortably warm and not bulky. Sizes: 34 to 46 chest. State size. Ship. wt. 7 oz. \$1.05

13 B 818—Ankle-length Pants. Smooth-fitting pants with all-around elastic waist. Snug ribbed ankle cuff. Double crotch fly front. For real cold weather wear. Sizes: 30 to 44 waist. State size. Ship. wt. 7 oz. \$1.35



MEN'S FLAT KNIT COTTONS

Otis underwear for men. Well made of durable, flat knit cotton. Cotton: soft, absorbent and long-wearing. Color: White.

[A] 13 B 827—Sleeveless Otis Athletic Shirt. Full cut, neatly bound roomy armholes and deep neck. Sizes: 34 to 46 chest. State size. Ship. wt. 5 oz. \$1.09

[B] 13 B 802—Mid-Thigh Otis Shorts. With comfortable all-around elastic waistband, double crotch and double front. Sizes: 30 to 44 waist. State size. Ship. wt. 5 oz. \$1.35

[C] 13 B 801—Short Sleeve Otis Shirt. With round crew neck. Sizes: 34 to 44 chest. State size. Ship. wt. 7 oz. \$1.05

[D] 13 B 810—Ankle-Length Otis Pants. Smooth-fitting, comfortable all-around elastic waistband, double front crotch. Snug, fine-ribbed ankle cuffs. Sizes: 32 to 44 waist. State size. Ship. wt. 6 oz. \$1.35



LONG-WEARING UNDERWEAR FOR BOYS . . . SIZES 6 TO 16

Winter Weight Cottons

Otis full-cut winter weight garments. Fine warm rib-knit Cotton. Color: Cream White.

13 B 819—Mid-thigh Shorts. Have all-around elastic waistband, reinforced fly front and double crotch. Sizes: 6 to 16. Ship. wt. 6 oz. 72¢

13 B 820—Short Sleeve Shirt. Round neck, snug cuffs. 24 to 34 chest. Ship. wt. 7 oz. 72¢

13 B 804—Trim-fitting Briefs. Elastic waistband. Double front and crotch. Sizes: 6 to 16. Ship. wt. 5 oz. 63¢

Warm Cotton Suits in Two Weights

Boys' excellent quality Cotton union suits. Closely rib knit for elasticity and carefully finished for smooth fit and long wear. Long sleeve, ankle length styles with snug rib cuffs and double crotch. Color: Ecru. Sizes: 6 to 16.

13 B 808—Medium winter weight, knit of heavy Cotton. State size. Ship. wt. 14 oz. \$1.09

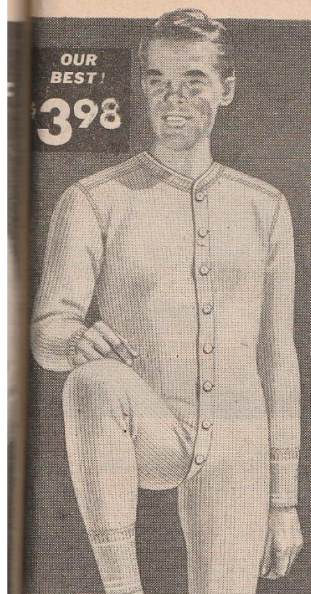
13 B 828—Extra heavy weight, knit of heavier long staple Cotton for more warmth. State size. Ship. wt. 1 lb. 2 oz. \$1.49

Boys' Thrifty Year 'Round Favorites

[E] 13 B 821—Athletic Shirt. Stretchy rib-knit Cotton. Deep-cut neck and armholes. Color: White. Sizes: 6 to 16 (24 to 34 chest). Wt. 4 oz. 39¢

[F] 13 B 822—Briefs. Fine rib Cotton with all-around elastic waistband. Double front. Color: White. Sizes: 6 to 16. Ship. wt. 4 oz. 39¢

[G] 13 B 812—Shorts. Vat-dyed Sanforized Cotton Broadcloth shorts with non-rust gripper fasteners. Full cut; elastic waist inserts. Color: Assorted prints. Sizes: 6 to 16. Ship. wt. 6 oz. 55¢

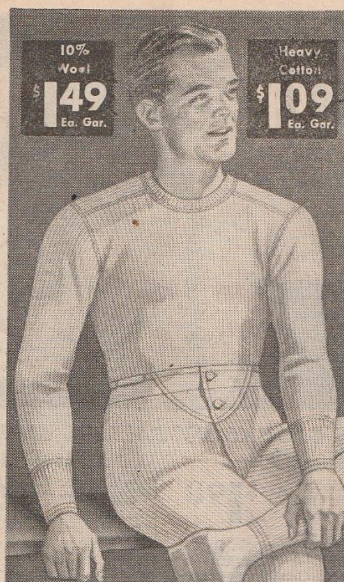


OUR
BEST!
398

50% WOOL UNION SUIT
Warmth Without Bulk

Outdoor men, our best quality union suit will keep you comfortable even in zero weather. Excellently tailored of 50% superior, soft new Wool for greatest warmth, and 50% selected Cotton for durability. Smooth-fitting neck; full-cut military shoulders; strong flatlock seams. The snug ribbed cuffs and ankles keep out cold winds. Closed crotch; wide lapped seat.

13 B 811—Color: Natural Gray. Sizes: 34 to 46 chest. State size when ordering. Shipping weight 1 lb. 3 oz. **\$3.98**



10%
Wool
149
Ea. Gar.

Heavy
Cotton
109
Ea. Gar.

SHIRTS AND DRAWERS
In Two Warm Winter Grades

Heavy long-sleeved shirts; flatlock seams; round neck; ribbed cuffs. Ankle length drawers; button yoke front; double crotch; ribbed cuffs.

10% Wool, 90% Selected Cotton
13 B 805—Pull-over Shirt. Gray. Sizes: 34 to 44 chest. Ship. wt. 1 lb. 5 oz. **\$1.49**
13 B 806—Drawers. Gray. Sizes: 32 to 44 waist. Ship. wt. 1 lb. 5 oz. **\$1.49**

Rib-Knit Heavy Cotton
13 B 824—Pull-over Shirt. Ecru. Sizes: 36 to 46 chest. Ship. wt. 1 lb. 2 oz. **\$1.09**
13 B 825—Drawers. Ecru. Sizes: 32 to 44 waist. Ship. wt. 1 lb. 2 oz. **\$1.09**

Men!
**WINTER
WEIGHT
UNION SUITS**

[H]
Medium
Weight

\$149

Heavy
Weight

\$175

Extra
Heavy

\$189

[J]
Heavy Weight
with
Short Sleeves

\$169

WARM FLEECE RIBBED COTTON

Our customers praise these sturdy well tailored winter weight union suits. All three weights are of good quality Cotton, fleeced inside for the warmth and comfort you want. Elastic rib knit for lasting shape. Full cut garments, with "no-bind" non-sag shoulders; snug cuffs and ankles. Smooth flat-lock seams. **Color:** Ecru. State size wanted.

[H] LONG SLEEVES . . . ANKLE LENGTH

13 B 813—WARM. Medium winter weight Cotton. Sizes: 36 to 46 chest. Shipping weight 1 lb. 3 oz. **\$1.49**

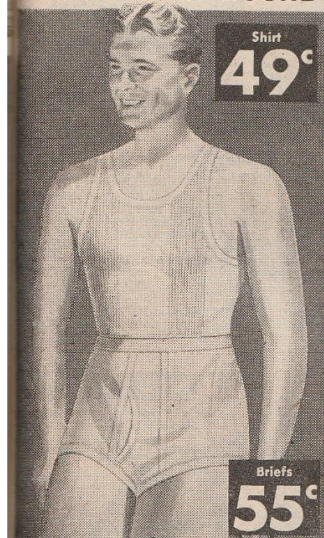
13 B 814—WARMER. Heavy weight Cotton. Sizes: 34 to 46 chest. Ship. wt. 1 lb. 5 oz. **\$1.75**

13 B 815—WARMEST. Extra heavy weight Cotton. Sizes: 36 to 46 chest. Shipping weight 1 lb. 7 oz. **\$1.89**

[J] SHORT SLEEVES . . . ANKLE LENGTH

13 B 823—Warm, heavy weight ribbed Cotton union suit with short sleeves. Has the same fine features mentioned above. **Sizes: 36 to 46 chest.** State size. Ship. wt. 1 lb. 5 oz. **\$1.69**

MEN'S YEAR 'ROUND ATHLETIC UNDERWEAR



Shirt
49¢

Briefs
55¢

RIBBED SHIRT AND BRIEFS

Trim-fitting year-round favorites of durable excellent quality stretchy rib-knit Cotton. Correctly sized. **Color:** White.
13 B 803—Shirt. Sleeveless. Bound neck and armholes. 34 to 46 chest. State size. Ship. wt. 5 oz. **49¢**
13 B 826—Briefs. All-around elastic waistband. Strong double front and crotch. **Sizes:** Small (30 to 32 in. waist); Medium (34 to 36); or Large (38 to 40). State size. Ship. wt. 5 oz. **55¢**



Boxer Type
89¢

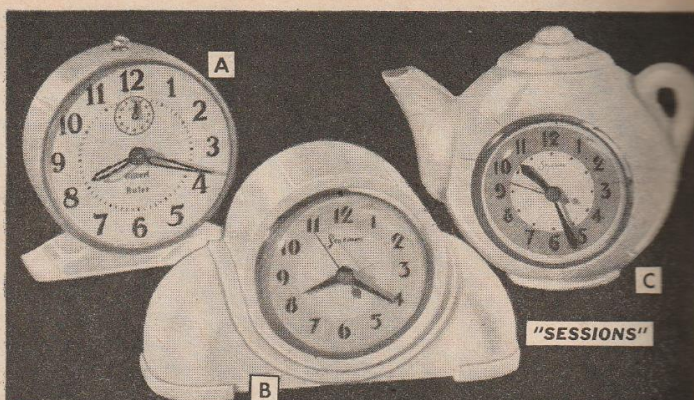
Gripper Front
69¢

PRE-SHRUNK SHORTS

Men's excellent quality shorts. Pre-shrunk high count Cotton Muslin—won't shrink more than 1%. Vat-dyed assorted prints, guaranteed tubfast. State size. Ship. wt. 6 oz.
13 B 800—Boxer-type Shorts. Our highest count Muslin. All-around elastic waistband. Balloon seat; reinforced crotch. **Sizes: 30 to 44 waist.** **89¢**
13 B 809—Shorts with rust-proof gripper front. Elastic waist inserts. **Sizes: 28 to 42 waist.** **69¢**



"TELEALARM JR."



"SESSIONS"

MODERN DESIGN CLOCKS BY FAMOUS MAKERS

Electric Alarm Clock

"Telealarm Jr." is the new self-starting electric alarm clock with the famous synchronous Telechron motor. It has all the patented features that insure quiet performance and long life. Lovely Ivory color Plastic case with Tan dial and light Ivory color numerals outlined in Brown. Hands are made of metal with Brown lacquer finish. Attached 6-foot cord with plug. 110-120 volts AC only. Approved by Underwriters'.

Size: 3½ in. high; 4 5/16 in. wide; 2¾ in. deep.
90 B 273—Shipping weight 1 lb.

Incl'd'g 10% Gov't tax, \$5.45

\$5.45

"Gilbert" Alarm

[A] Cheers for this new low price for the popular "Gilbert" alarm clock. Guaranteed 30-hour spring-driven movement. Comes in Ivory color enameled metal case with White dial; Black numerals and hands. Bell alarm. 90 B 211—Size: 4½ x 4½ in. Shipping weight 1 lb. 12 oz. Incl'd'g 10% Gov't tax, \$1.98

\$1.98

Electric Desk Clock

[B] Built for accuracy and lasting performance. This "Sessions" clock of beauty and distinction. Smartly styled in Plastic, with self-starting electric time movement. 7¾ in. wide; 4½ in. high; 3½ in. metal dial. AC only. 90 B 210—Ivory color. Shipping weight 1 lb. 6 oz. Incl'd'g 20% Gov't tax, \$4.48

\$4.48

Electric Kitchen Clock

[C] Ornamental and efficient, "Sessions" attractive self-starting electric clock of White Plastic, shaped like a teapot. Designed for clear readability and accuracy. It will give many years of uninterrupted service. Requires no winding, regulating or setting. Motor gives trouble-free service. Size: 7 in. high; 8 in. wide; 4 in. banded dial. AC only. 90 B 208—Shipping weight 1 lb. 12 oz. Incl'd'g 20% Gov't tax, \$4.48

\$4.48

WE PAY THE POSTAGE ON CASH ORDERS OF \$5.00 OR MORE



THRIFTY, EASY-TO-USE CAMERAS

[D] "Clix-O-Flex"

Specially designed Fixed Focus 57.5 MM. Master lens. The entire top is a ground-glass view-finder which shows full picture size. Durable Bakelite case; 36-inch shoulder cord. Takes 16 pictures on standard 127 film, which enlarge to 3½ x 4 in. 95 B 465—Ship. wt. 13 oz. \$4.98 95 B 462—Standard 127 Film for "Clix-O-Flex" and Bellecraft cameras. (We do not develop film). Ship. wt. 4 oz. Roll 27c

\$4.98

[E] "Bellecraft" Candid-Type

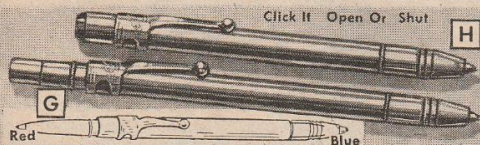
In Pin-seal grain leather-like carrying case. Takes 16 pictures (instant or time exposure) on 127 film; color also. Takes pictures without removing from case; eye-level view-finder. Bakelite leakproof case. 95 B 453—Camera and Case. Ship. wt. 13 oz. Complete, \$2.48 95 B 452—Standard 127 Film for "Clix-O-Flex" and Bellecraft cameras. (We do not develop film). Ship. wt. 4 oz. Roll 27c

\$2.48

[F] "Royal" Box-Type

Plano-Convex lens focus from 4 feet to infinity. Either instant or time shots, uses either Black and White or color film in size 120. Picture size, 2¼ x 3¼ in. Eye level view-finder, patented back clips. 95 B 472—Ship. wt. 1 lb. \$3.48 95 B 478—Standard 120 Film for box-type cameras. (We do not develop film). Ship. wt. 5 oz. Roll, 32c

\$3.48



WORLD-FAMED REYNOLDS "BOMSHELL" BALL PENS

Writes in Red and Blue

[G] The only ballpoint pen at this low price that writes both Red and Blue (actually 2 pens in 1). Top of pen becomes protected writing point; writes for years without refilling. Writes velvet-smooth with non-fade Satin-Flo ink on any paper. Makes 6 to 8 carbon copies. Patented positive leak control. Has retractable sleeve to protect point. 90 B 357—Ship. wt. 2 oz. 98c

176 [H] 90 B 356—Identical features as pen above, except that it writes in blue only. Ship. wt. 2 oz. 59c

New "Universal" health scale. No need to stoop as you stand on it — the figures can be read easily through the magnifying glass dial. Smooth, rounded streamlined styling in baked enamel finish. A dependable scale, with all steel bearings, completely enclosed mechanism and an unbreakable transparent shield. Convenient size — holds weight up to 250 lbs. and has a large corrugated rubber mat. Color: Ivory. 90 B 274—Ship. wt. 12 lbs. \$6.95



UNIVERSAL HEALTH SCALE





"Bellecraft" Modern-Design Radios



[J]

PORTABLES AND TABLE MODELS

[J] AC-DC Table Model

\$14⁹⁵

Fine table radio, amazingly low priced. Attractive simulated leather-covered wood cabinet. Illuminated airplane-type dial; range from 540 to 1720 KC. RCA and Hazeltine licensed superheterodyne circuit for greater station selectivity; five RCA licensed tubes, including rectifier. Automatic volume control eliminates fading, blasting; 5-in. PM speaker. For 105-125 volts, 50-60 cycles. AC or DC. Size: 8 x 5 1/2 x 4 1/2 inches. Mailable. 95 B 468—Shipping weight 7 lbs. **\$14.95**

[K] 3-Way Portable

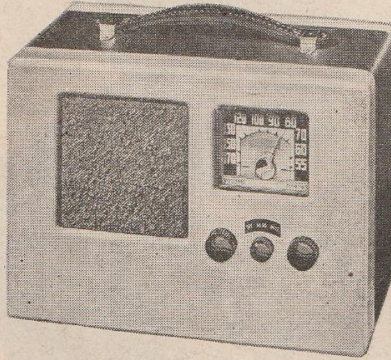
\$32⁹⁵

Ready to entertain you indoors or out. Thrifty portable radio—operates on self-contained 200-hour battery pack (included), or AC-DC current. Smart luggage cabinet, with 2-tone simulated leather cover and sturdy leather handle. Superheterodyne circuit built-in aerial; 4 RCA licensed tubes and Selenium rectifier for clear, mellow tone. Dial range from 540-1730 KC. For 105-125 volts, 60 cycles. Size: 8 3/4 x 12 x 6 1/4 inches. Mailable. 95 B 462—Shipping weight 20 lbs. **\$32.95**

[L] Battery Portable

\$19⁹⁵

Now—a battery-operated 4-tube portable radio designed for easy carrying. Smart simulated leather-covered cabinet has recessed tuning panel. Superheterodyne circuit; PM speaker for rich, full tone. Automatic volume control eliminates blasting and fading. Airplane-type dial with 535-1650 KC range. Built-in loop antenna. Complete with 67 1/2 volt B battery and two 1 1/2 volt flashlight A batteries. Size: 6 1/2 x 7 1/2 x 3 3/4 in. Mailable. 95 B 469—Shipping weight 11 lbs. 2 oz. **\$19.95**



[K]



[L]

THREE WAYS TO BUY RADIOS

1. CASH WITH ORDER . . . you save the postage.
2. C. O. D. . . . \$5 deposit should accompany C. O. D. orders.
3. MONTHLY PAYMENTS . . . See page 196 for information.

COMPLETE AERIAL KIT. (Not illustrated.) Kit comes with complete instructions. Contains all you'll need: 50 feet of 7 x 26 bare copper aerial wire; 35 feet No. 16 rubber-covered lead-in wire; 1 adjustable ground clamp; 2 porcelain nail knobs; 2 porcelain insulators; 1 window lead-in strip and screws. 95 B 446—Shipping weight 2 lbs. **69c**



FARM SET WITH 1000-HOUR BATTERY

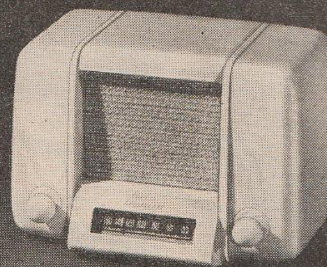
New listening pleasure at an economical price. Powerful battery-operated radio—combines hand-some styling with excellent performance. Has standard broadcast band 540-1730 KC and also foreign short wave band 5.4 to 18.3 MC. Decorative high-luster Walnut veneer cabinet with "slide rule" dial for easy pin-point tuning. Automatic volume control eliminates fading and blasting. Your favorite programs will flow clear and full-toned from the 5-inch PM speaker. Complete with heavy duty 1000-hour battery pack; 90 volt B battery and 1 1/2 volt A battery. Size: 14 1/2 x 9 3/4 x 7 1/2 inches. Mailable. 95 B 473—Shipping weight 30 lbs. **\$34.95**

\$34⁹⁵

FINE QUALITY PLASTIC RADIO

Our finest 5-tube radio in modern gleaming Plastic case . . . Ideal for any home; plays on AC or DC current. Conservative design and simple, graceful lines. Superheterodyne circuit and automatic volume control give you clear reception and minimize fading and blasting. "Slide rule" dial with 540-1725 KC range. Efficient built-in loop antenna provides greater range; 4-inch PM speaker specially designed to give you clear, rich, smooth, mellow tone. Five tubes, including rectifier. Size: 8 3/4 x 6 1/2 x 5 3/4 inches. Mailable. Shipping weight 5 lbs. 2 oz. 95 B 477—Handsome Ivory Color Plastic case . . . **\$19.95**
95 B 481—Attractive Walnut-effect Plastic case. **\$17.95**

\$19⁹⁵





AUTOMATIC RADIO-PHONO COMBINATION

AS ADVERTISED IN "GOOD HOUSEKEEPING"
"SATURDAY EVENING POST" AND "COLLIERS"

MADE TO
SELL FOR

~~\$134.95~~

BELLAS HESS
ASKS ONLY

\$67.47

A SPECIAL BUY BRINGS YOU THIS
OUTSTANDING "OLYMPIC" AT HALF PRICE

- Plays up to 12 Records Continuously
- Powerful 6-Tube Precision Radio
- Large Oval Electro-Dynamic Speaker

Here's a "scoop" to shout about! Nationally famous Olympic radio-phonograph combination with automatic record changer — now yours for exactly half the former price. Regular price \$134.95 as advertised in prominent national magazines. Features "Tru-Base" — expands the audible range to include the full tonal scale, reproducing all the beauty of rich bass tones plus the crystal clarity of all high notes. Seeburg two-post automatic changer gives silent, trouble-free operation. Plays ten 12-inch or twelve 10-inch records. Permanent needle plays thousands of records. Powerful 6-tube radio has magnificent tone. Tuning range 535-1700 K.C. Specially constructed 6 x 9 inch electro-dynamic speaker extends across almost entire cabinet front, greatly eliminating distortion. Bold numerals on large inclined dial make accurate tuning easy. Attractive modern cabinet in rich walnut veneer and fine hardwood. AC only. Approved by Underwriters. 95 B 480—Shipping weight 46 lbs. **\$67.47**

Famous **Olympic**
The only radio with 'Tru-Base'

REG. U.S.
PAT. OFF.

THREE WAYS TO BUY "BELLECRAFT" RADIOS AND COMBINATIONS

1. CASH WITH ORDER . . . you save the postage.
2. C. O. D. . . \$5 deposit should accompany order.
3. MONTHLY PAYMENTS. . . a convenient way to buy . . . see page 196.



LOW PRICED RADIO-PHONO

Priceless enjoyment in your home at low cost! Combination radio-phonograph in attractive modern design. Simulated leather-covered wood cabinet. Roll-over top, matching lid. 5 licensed RCA tubes, including Selenium rectifier. Latest type superheterodyne circuit. Large 5-inch dynamic speaker with permanent magnet for fine tone and performance. Illuminating full vision dial — easy to tune. Automatic volume control eliminates blasting and fading. Tuning range 540 to 1720 KC. Phonograph has smooth self-starting electric motor, 9-inch turntable. Light weight crystal pick-up arm. Plays 10- and 12-inch records. Operates on 110-125 volts, 60 cycle. AC only. Approved by Underwriters' Laboratories.
95 B 466—Size: 14 1/4 x 14 1/2 x 10 inches. Ship. wt. 14 lbs. **\$31.95**

\$31.95

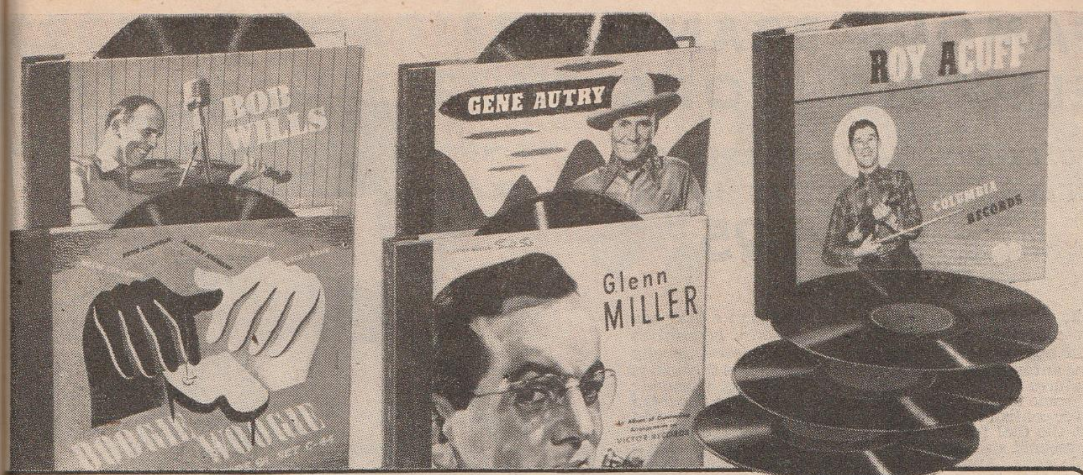
"BELLECRAFT" RADIO-PHONO AND PHONOGRAPHS



PORTABLE PHONOGRAPHS

Increase both your own popularity and your personal enjoyment with a "Bellecraft" portable phonograph. Your choice of hand-wound or electric motor type at a Bellas Hess money-saving price. These phonographs formerly sold from \$23 to \$25. They have exceptionally fine tone, due to the specially designed tone chamber. Covered with expensive-looking Simulated Leather in Dark Brown. Have extra heavy, durable leather handles, making them easy to carry around . . . you can play them anywhere. Size: 15 1/4 x 12 1/4 x 7 inches. Shipping weight 13 lbs.
95 B 474—Hand-wound Phonograph. **\$15.95**
95 B 475—Phonograph with electric motor. AC only. Just plug in to start turntable. **\$15.95**

\$15.95



YOUR FAVORITE RECORDS AND ALBUMS

WE PAY POSTAGE ON CASH ORDERS OF \$5.00 OR MORE . . . SEE PAGE 198

SINGLE RECORDS **63^c** UP

COMPLETE RECORD ALBUMS

ABSOLUTELY FREE. With each group of four records ordered, you will receive 100 fine quality phonograph needles (10 plays each).

FREE NEEDLES FOR YOUR PHONOGRAPH. With every album you order, you will receive 100 fine quality phonograph needles.

our top favorites—famous voice bands! Popular singers! Cowboy and hillbilly songs. All such records. State catalog numbers when ordering.

SWING and JAZZ TUNES

B 520—Tommy Dorsey: Boogie Woogie; There You Go. Victor. Ship. wt. 8 oz. . . . **63c**

B 577—Tex Beneke: My Young Foolish Heart; Moonlight Serenade. Victor. Ship. wt. 8 oz. **63c**

B 578—Louis Armstrong: You Can't Learn That in School; I Believe. Victor. Ship. wt. 8 oz. **63c**

B 588—Buddy Clark: How Are Things in Glocca Morra? If This Isn't Love. Columbia. Ship. wt. 8 oz. . . . **63c**

B 548—Eddy Arnold: What Life Without Love; Be Sure There's No Mistake. Victor. Ship. wt. 8 oz. . . . **63c**

B 533—Dinah Shore: The Pipsy; Laughing on the Outside. Columbia. Ship. wt. 8 oz. . . . **63c**

B 534—Dinah Shore: Doin' That Comes Naturally; I Got Lost in His Arms. Columbia. Ship. wt. 8 oz. . . . **63c**

B 507—Les Brown: Day By Day; Doctor, Lawyer, Indian Chief. Columbia. Ship. wt. 8 oz. . . . **63c**

B 541—Modernaires: To Each His Own; Holiday for Strings. Columbia. Ship. wt. 8 oz. . . . **63c**

B 584—Bing Crosby and Al Jolson: Alexander's Ragtime Band; The Spaniard That Blighted My Life. Decca. Ship. wt. 8 oz. . . . **\$1.00**

COWBOY AND HILLBILLY SONGS

B 586—Louise Massey: My Love Hacienda; Starlight Schorache. Columbia. Ship. wt. 8 oz. **63c**

B 581—Eddy Arnold: I Couldn't Believe It Was True; It's Sin. Victor. Ship. wt. 8 oz. . . . **63c**

B 583—Elton Britt: Candlelight and Roses; I Wish You the Best of Everything. Victor. Ship. wt. 8 oz. . . . **63c**

STORAGE ALBUM

FOR YOUR RECORDS

Keep your records safe, clean and free from scratches in this attractive album. Holds ten 10-in. records. Ship. wt. 2 lbs. 10 oz. **69c**

B 434

COWBOY SONGS (Cont'd)
95 B 580—Spade Cooley: Red Hair And Green Eyes; Boggs Boogie. Victor. Ship. wt. 8 oz. . . . **63c**

95 B 587—Sons of the Pioneers: Cigarettes, Whisky and Wild Women; My Best to You. Victor. Ship. wt. 8 oz. . . . **63c**

95 B 585—Texas Jim Robertson: Don't Look Now; It Takes a Long Long Train with a Red Caboose. Victor. Ship. wt. 8 oz. . . . **63c**

95 B 523—Roy Rogers: Rock Me to Sleep in My Saddle; I Wish I Had Never Met Sunshine. Victor. Ship. wt. 8 oz. . . . **63c**

95 B 524—Roy Rogers: You Can't Break My Heart; You Should Know. Victor. Ship. wt. 8 oz. . . . **63c**

95 B 546—Roy Acuff: Wabash Cannon Ball; Freight Train Blues. Columbia. Ship. wt. 8 oz. . . . **63c**

95 B 511—Roy Acuff and Smoky Mt. Boys: No One Will Ever Know; I Think I'll Go Home and Cry. Columbia. Ship. wt. 8 oz. . . . **63c**

95 B 535—Bob Wills: Roly-Poly; New Spanish Two-Step. Columbia. Ship. wt. 8 oz. . . . **63c**

95 B 519—Bob Wills: Smoke on the Water; Hang Your Head in Shame. Columbia. Ship. wt. 8 oz. **63c**

95 B 518—Bob Wills: Silver Dew on the Blue Grass Tonight; Texas Playboy Rag. Columbia. Ship. wt. 8 oz. . . . **63c**

95 B 515—Gene Autry: Silver Spurs; Good Old Fashioned Hoe-down. Columbia. Ship. wt. 8 oz. **63c**

95 B 545—Gene Autry: Have I Told You Lately That I Love You; Some Day You'll Want Me to Want You. Columbia. Ship. wt. 8 oz. . . . **63c**

95 B 567—Ernest Tubb: Filipino Baby; Drivin' Nails in My Coffin. Decca. Ship. wt. 8 oz. . . . **79c**

95 B 589—Ernest Tubb: Try Me One More Time; Soldier's Last Letter. Decca. Ship. wt. 8 oz. . . . **79c**

95 B 591—Ernest Tubb: Careless Darlin'; It's Been So Long, Darlin'. Decca. Ship. wt. 8 oz. . . . **79c**

95 B 575—Red Foley & Cumberland Valley Boys: Freight Train Boogie; Rockin' Chair Money. Decca. Ship. wt. 8 oz. . . . **79c**

95 B 590—Red Foley: Old Shep; Honey Be My Honey Bee. Decca. Ship. wt. 8 oz. . . . **79c**

95 B 568—Hoosier Hotshots: Divorcee Me C.O.D.; Them Hill Billies. Decca. Ship. wt. 8 oz. . . . **79c**

Roy Acuff Album. Streamlined Cannon Ball; Mule Skinner Blues; Blue-Eyed Darling; Beneath That Lonely Mound of Clay; The Precious Jewel; Come Back Little Pal; Be Honest With Me; Worried Mind. **95 B 543**—Four 10-inch records. Columbia. Ship. wt. 3 lbs. . . . **\$3.57**

Blues By Basic Album. Count Basic & Orchestra in a hot blues session: Sugar Blues; Bugle Blues; Royal Garden Blues; How Long Blues; St. Louis Blues; Cafe Society Blues; Farewell Blues; 'Way Back Blues. **95 B 403**—Four 10-inch records. Columbia. Ship. wt. 3 lbs. . . . **\$3.57**

Glen Miller & His Orchestra Album. American Patrol; Song of the Volga Boatmen; Tuxedo Junction; In the Mood; Little Brown Jug; Moonlight Serenade; Stardust; Pennsylvania 6-5000. **95 B 438**—Four 10-inch records. Victor. Ship. wt. 3 lbs. . . . **\$3.31**

Perry Como Album. Till the End of Time; That Feeling in the Moonlight; All Through the Day; Prisoner of Love; Surrender; More Than You Know; Blue Skies; Girl of My Dreams; Garden in the Rain; You Must Have Been a Beautiful Baby. **95 B 544**—Five 10-inch records. Victor. Ship. wt. 3 lbs. 8 oz. . . . **\$3.94**

Gene Autry Album. Favorite Cowboy Songs. Be Honest With Me; What's Gonna Happen to Me; You Are My Sunshine; It Makes No Difference Now; I'm Thinking Tonight of My Blue Eyes; I'll Be True While You're Gone; Take Me Back Into Your Heart; Tweedle-O-Twill. **95 B 417**—Four 10-inch records. Columbia. Ship. wt. 3 lbs. . . . **\$3.57**

Roy Acuff and Smoky Mt. Boys Album. Wreck on the Highway; Fire Ball Mail; Night Train to Memphis; Low and Lonely; Don't Make Me Go to Bed and I'll Be Good; I'll Reap my Harvest in Heaven; It's Too Late Now to Worry Any More; Wait for the Light to Shine. **95 B 426**—Four 10-in. records. Columbia. Ship. wt. 3 lbs. . . . **\$3.57**

Boogie Woogie Album. Real low-down Boogie Woogie with your favorite swingsters: Harry James and Boogie Woogie Trio; Boo-Woo-Woo-Woo; Joe Turner and Pete Johnson; Roll 'Em Pete; Count Basic's Blue Five; Boogie Woogie; Meade Lux Lewis, Pete Johnson, Albert Ammons; Boogie Woogie Prayer (two parts); Albert Ammons; Shout for Joy; Meade Lux Lewis; Bear Cat Crawl. **95 B 501**—Four 10-inch records. Columbia. Ship. wt. 3 lbs. . . . **\$3.57**

Al Jolson Souvenir Album. Old favorites Jolson made famous. April Showers; Swanee; California Here I Come; Rock-A-Bye Your Baby with a Dixie Melody; You Made Me Love You; Ma Blushin' Rosie; Sonny Boy; My Mammy. **95 B 572**—Four 10-inch records. Decca. Ship. wt. 3 lbs. . . . **\$3.89**

Jimmy Davis Souvenir Album. You Are My Sunshine; My Mary; Let's Be Sweethearts Again; I've Learned My Lesson; What Happened; What's the Matter With You Darling; All Because You Said Goodbye; I'm Hurt Too Much to Cry. **95 B 571**—Four 10-inch records. Decca. Ship. wt. 3 lbs. . . . **\$3.89**

Ernest Tubb Souvenir Album. Answer to Walking the Floor Over You; You'll Want Me Back; Those Simple Things Are Worth a Million Now; I'm Free at Last; Though the Days Were Only Seven; You Won't Ever Forget Me; Those Tears in Your Eyes; How Can I Be Sure. **95 B 570**—Four 10-inch records. Decca. Ship. wt. 3 lbs. . . . **\$3.89**

LONG-PLAYING PHONOGRAPH NEEDLES

Permanent phonograph needle at a new low price. Plays up to 1000 records. **95 B 486**—Ship. wt. 2 oz. . . . **29c**

New curved needle with osmium tip—at a very low price. Up to 5000 plays. Ship. wt. 2 oz. **95 B 487** . . . **49c** **179**

FAMOUS BRAND ELECTRIC IRONS

FULLY AUTOMATIC "STERLING"
SELLS ELSEWHERE AT \$5.95

Our Lowest Priced
Automatic Iron **\$4.95**

The price is lower than ever . . . less than a year ago we sold this iron for \$5.95! Budget-wise housewives will appreciate this amazing value. An exceptionally fine automatic electric iron that incorporates the newest features in both design and operation. Gleaming Chrome finish, with a cool Black handle. The finger-tip lever control indicates the proper temperatures — you set the dial for the correct heat for any fabric. Full household size. Large beveled-edge sole plate. Detachable cord. Approved by Underwriters' Laboratories. **90 B 261**—For 110-120 volts. AC only. Wattage 880. Shipping weight 5 lbs. **\$4.95**



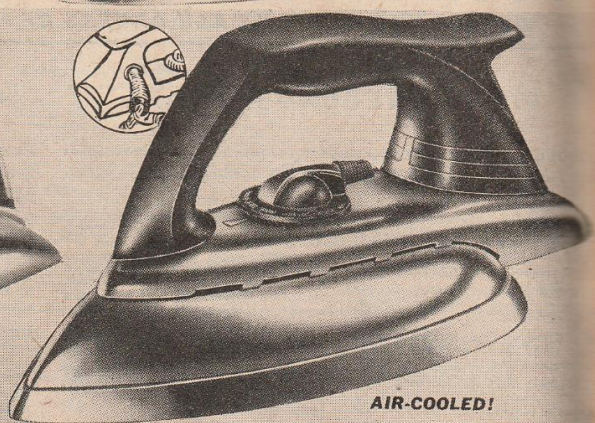
Fabric Dial
Heat Control



K-M

"KNAPP-MONARCH" . . . DIAL THE CORRECT HEAT

Wonderful light weight K-M automatic iron that assures quicker, easier ironing! Smooth Chromium finish. A quick-heating element is embedded in the beveled-edge cast-iron alloy sole plate that glides smoothly over the fabric. The heat is automatically regulated for the fabric you're ironing — just set the control dial — lessens the danger of scorching or burning delicate fabrics. Permanently attached cord. The black Bakelite handle is shaped to fit your hand. Approved by Underwriters' Laboratories. **90 B 190**—For 115 volts; AC only. Wattage 1000. Shipping weight 4 lbs. 15 oz. **\$6.95**

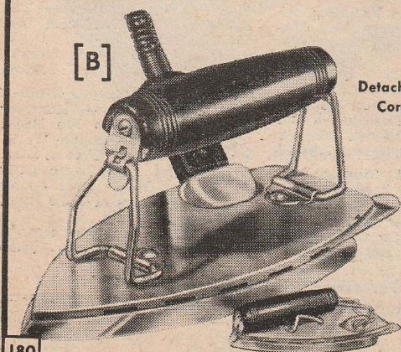


AIR-COOLED!

UNIVERSAL'S "GLIDER" AIR-COOLED AUTOMATIC IRON

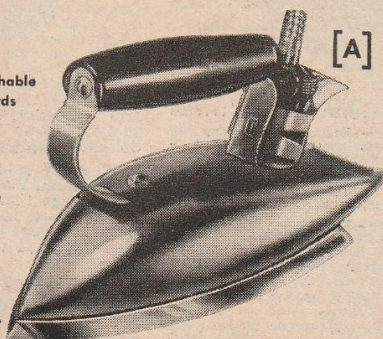
The famous Universal "Glider" — the automatic electric iron that heats in 30 seconds. Finger-tip dial automatically regulates and maintains correct heat for whatever fabric you're ironing. Air ports on both sides of the iron protect your hand from rising heat. Rounded "heel" and beveled point help prevent wrinkling. Light weight, perfectly balanced. Beautifully finished with a gleaming luster. Cool smooth Bakelite handle fits the hand naturally. Permanently attached 6-foot cord. Approved by Underwriters' Laboratories. **90 B 100**—For 110-120 volts. AC only. Wattage 1000. Shipping weight 5 lbs. 12 oz. **\$9.95**

SAVE MONEY ON ELECTRIC IRONS AT BELLAS HESS



180

Detachable
Cords



[A] Our Lowest-Priced Iron

\$3.49 Full-sized household iron, perfectly balanced for easy ironing, and incorporating the finest heating element to provide quick, even heat. The Chrome top features the latest style handle bracket supporting a new model natural-grip black handle. **90 B 254**—For 110-120 volts. AC or DC. Wattage 550. Detachable cord and plug. Ship. wt. 5 lbs. **\$3.49**

[B] "Sterling" Folding Iron

\$3.19 Convenient when you're traveling; practical for light ironing at home. Weighs only 2 lbs. — fits easily into your traveling bag. Lustrous Chromium finish. Handle is full size, locks in upright position. Miniature plug and cord included. **90 B 255**—For 110-120 volts. AC or DC. Wattage 100. Ship. wt. 2 lbs. 8 oz. **\$3.19**

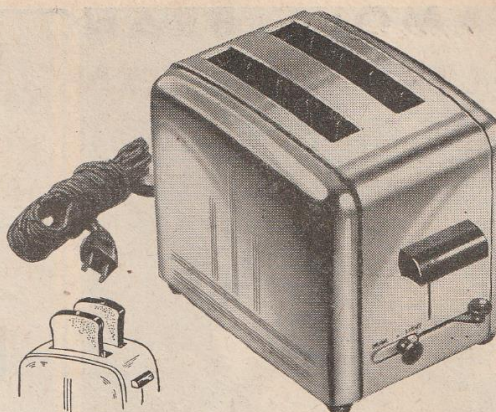
ELECTRIC TOASTERS, GRILLS, WAFFLE IRONS

"HANDY HOT" AUTOMATIC "POP UP"

Toast Pops Up When Ready **\$12.95**
Light, Medium Or Dark

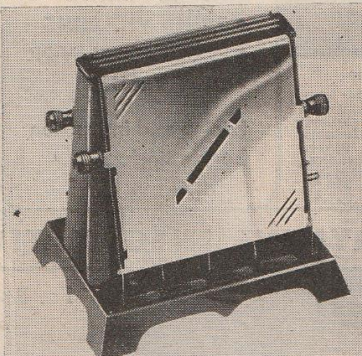
burning, no turning, no watching — our "Handy Hot" toaster is completely automatic . . . just set the control for either light, medium or dark. Toasts two slices of bread (both sides at once) easily and quickly. Toast pops up when done . . . current automatically shuts off. Beautifully designed, expertly constructed of lustrous chrome plate with black wood handles. Easily removable crumb tray in base for simple cleaning. Will give long, satisfactory service. Cord and plug permanently attached.

B 367—For AC only. 110-120 volts. Wattage 750. Approved by Underwriters' Laboratories. Shipping weight 5 lbs. **\$12.95**



Easy to Use Oven-Type Toaster

Time-saving non-automatic oven-type — toasts 2 slices, both sides, at same time. Raise handle to move toast. Mirror-polished chrome plated finish. Durable Nichrome element for fast, even heat. Cool wood handles; scratch-resistant feet. Detachable cord. Approved by Underwriters' Laboratories, Inc.
B 263 — For AC or DC. 110-120 volts. Wattage 660. Shipping weight 5 lbs. 8 oz. **\$6.49**



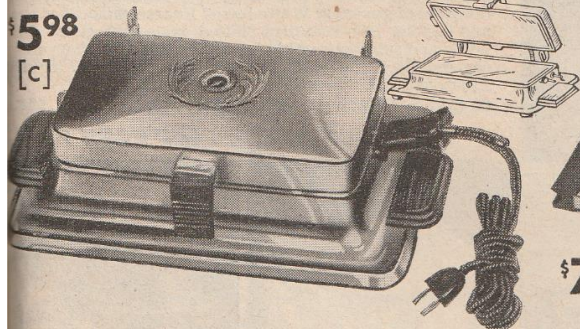
Thrifty "Turnover" Toaster

Sensationally low price for this large 2-slice non-automatic toaster. Lower doors with the cool wood knobs—toast reverses itself. Black Baked Enamel, with heavily plated doors. Nichrome element is wound on best grade mica. (Cord not included). Approved by Underwriters' Laboratories.
90 B 337—For 110-120 volts, AC or DC. Wattage 500. Ship. wt. 2 lbs. 5 oz. **\$1.98**



"Pop-Up" Automatic Toaster

Deluxe 2-slice automatic toaster with beautiful chrome plating, cool Bakelite handles, rubber feet. Set thermostat control — toast pops up when ready, current shuts off. Toast may be inspected at any time without interrupting toasting cycle. Crumb tray. Permanently attached 6-ft. cord. Underwriter-approved.
90 B 146—110-120 volts, AC only. Wattage 1150. Shipping weight 6 lbs. 9 oz. **\$18.60**



\$5.98
[C]

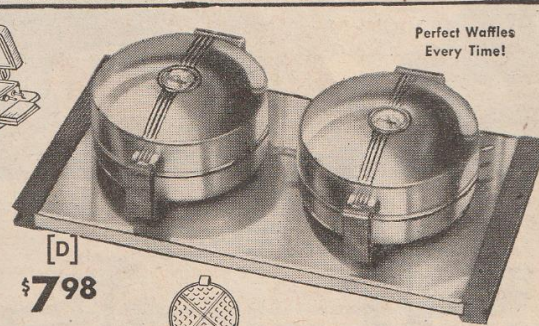
FOR COOKING RIGHT AT THE TABLE

SANDWICH GRILL

Attractively designed lustrous Chrome-finish grill, with cool Walnut finished handles. Toasts on both sides at once — makes delicious sandwiches. Also grills bacon-and-tomato or cheese, small steaks, chops, eggs, hot cakes, etc. (special grease cup catches drippings). Insulated feet, heat-indicator. Nickel Chrome wire element for even heat distribution. Removable cord included. Approved by Underwriters' Laboratories
90 B 336 — 110-120 volts; AC or DC. Ship. wt. 9 lbs. **\$5.98**

Standard Electric Cord Set

Standard underwriter-approved electric cord set to fit any electric table appliance. Priced extra low.
90 B 364—Ship. wt. 8 oz. **39c**



Perfect Waffles
Every Time!

\$7.98
[D]

WAFFLE IRONS

No guessing, no testing — easy-to-read dial indicator. It tells when to pour the batter. Perfect waffles result. Expert construction, with mirror-like chrome plate finish, genuine walnut trim; 6-inch cast aluminum grids. Expansion hinge; large tray to catch overflow batter. Cord is not included. Approved by Underwriters' Laboratories.

[D] Twin Waffle Iron
90 B 265 — 110-120 volts, AC or DC. Wattage 1100. Size: 16 in. long, 8 in. wide, 4 1/2 in. high. Exceptionally low priced! Ship. wt. 7 lbs. **\$7.98**

[E] Single Waffle Iron
90 B 264—For 110-120 volts, AC or DC. Wattage 550. Size: 9 in. long, 8 in. wide, 4 in. high. Ship. wt. 4 lbs. **\$3.98**



\$3.98
[E]



UNIVERSAL Pressure Cooker

Nationally famous "Universal" pressure cooker with exclusive Safe-T-Seal cover. Cuts cooking hours to minutes. Made of high quality, easily cleaned Aluminum. No moving parts. Rack included. Retains vitamins, minerals, garden-fresh color and flavor. Simple to use—directions included. Bakelite handles. Holds 4 quarts. Underwriter-approved. Ship. wt. 4 lbs.

90 B 112—Price East of Rocky Mts. \$12.95
Price West of Rocky Mts. \$13.95

CUT HOURS TO MINUTES WITH MODERN PRESSURE COOKERS

Your choice
\$12.95
EACH

- TASTIER MEALS
- SAVES VITAMINS
- PRESERVES FLAVOR
- EASY TO USE

Recipe and instruction
booklet included



"Mirromatic" Pressure Cooker

Made of extra heavy gauge quality Aluminum in one solid piece. Heat-proof Bakelite handles. Has 3 pressure selections (5, 10 and 15 lbs.). Safe, simple to use. Holds 4 quarts. Cuts cooking time. Retains vitamins, minerals, color and flavor of foods. Ideal for canning. Has reversible All-Aluminum rack. No moving parts. Underwriter-approved. Ship. wt. 4 lbs.

90 B 311—Price East of Rocky Mts. \$12.95
Price West of Rocky Mts. \$13.95

FOR MONTHLY PAYMENT INFORMATION . . . See Page 196

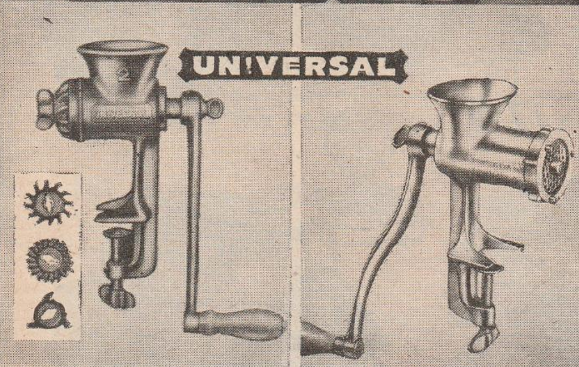


For Beating, Mixing, Whipping, Juicing "DORMEYER" ELECTRIC FOOD MIXER

Save time, work . . . whip up tastier dishes in a jiffy! Improved vertical "Dormeyer" super-powered mixer for superb performance. Seventeen ball bearings in easier-acting turntable. Two-position mixing head—clicks from center of bowl to side of bowl—you never touch the turntable. Three kitchen-tested speeds for perfect mixing. Super-powered, lifetime lubricated motor. Most portable mixing head on market. Light weight! Has chromium-plated, pear-shaped beaters for quicker, more thorough mixing. Attractively designed of gleaming White baked Enamel with Black base and handle. Two beautiful plaited opalescent glass mixing bowls and juice-extracting bowl. Extra long (6-ft.) rubber-covered cord included. For 110-120 volts, AC or DC. Approved by Underwriters' Laboratories.

90 B 281—Shipping weight 19 lbs. \$24.95

C.O.D. SERVICE . . . SEE PAGE 198



Handy Food Chopper

Large size. Three cutters—coarse, medium and fine. Of strong cast iron; wooden handle. Capacity 2½ lbs. per minute. Hopper diam. 3¼ x 3¾ in. Height above table, 6 in.

90 B 115—Shipping weight 5 lbs. 12 oz. \$2.65

Our Finest Meat Chopper

Cast iron 1-pc. frame. Concave blades for razor-like cutting edge. Extra long handle for greater leverage. Specially designed so no uncut meat can remain in barrel. Capacity 2½ lbs. per minute. Height above table, 6 in.

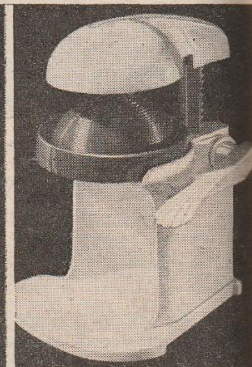
90 B 230—Ship. wt. 2 lbs. 4 oz. \$3.75



Kitchen Scale

High-strength alloy 1-pc. body—means precision assembly in scale mechanism. Low, square design—fits conveniently into cupboard space. Simplified adjustment screw. Finished in Ivory color enamel.

90 B 126—Ship. wt. 6 lbs. . . . \$4.50



"Juicerette"

Compact modern juicer. Clear juice—no rind, seeds, or pulp. All moving parts enclosed. Easy to clean. Rubber feet. Finished in White Enamel. Red Plastic strainer cup. Designed for large or small oranges.

90 B 276—Ship. wt. 3 lbs. . . \$2.95



FOUR WAYS TO MAKE DELICIOUS COFFEE

[A] Drip-O-Lator

For clear, flavorful drip coffee you'll praise this efficient Drip-O-Lator. Holds six cups. Modern, good-looking design. Makes a grand gift at a very modest price.

\$1.65 UP
90 B 360 — Good quality 22 gauge Aluminum. Ship. wt. 1 lb. 8 oz. . . . \$1.65
90 B 231 — Our finest heavy 20 gauge Aluminum. Ship. wt. 2 lbs. . . . \$2.45

[C] Vacuum Coffee Maker

Want to brew perfect coffee quickly? Use this sturdy Range-Tec glass coffee maker that can be cleaned in a jiffy. The wide-mouthed bottom is guaranteed for one year against heat breakage. Precision rubber seal, glass filter rod, spring tension, cloth-covered filters. Holds eight 5-oz. cups.

\$1.89
90 B 267 — Ship. wt. 3 lbs. . . . \$1.89

[B] "Royal Chef" Percolator

You'll welcome the new No-Drip spout on this famous, dependable top-of-stove percolator. Made of extra heavy 18 gauge Aluminum with mirror finish. Modern streamlined design — no dirt-catching crevices, an assurance of better tasting coffee. Capacity, 6 to 8 cups.

\$2.75
90 B 246 — Ship. wt. 3 lbs. . . . \$2.75

[D] Aluminum Coffee Maker

Enjoy the advantage of a vacuum coffee maker at a price that assures you of quality and value — the Perfecto vacuum coffee maker made of pure run, uniformly thick, high luster, unbreakable Aluminum. Balanced handle of heat-resistant Bakelite, attached with stainless steel neckband. Holds 8 cups.

\$3.95
90 B 266 — Ship. wt. 1 lb. 12 oz. . . . \$3.95

JUST SET THE DIAL For The Strength Coffee You Prefer

UNIVERSAL'S "COFFEEMATIC"
Automatic Electric Percolator

No more weak coffee one day — bitterly strong the next. "Coffeematic" makes it perfect every day! Set control dial at "strong," "mild" or any point in between. Percolation stops when the "Redi-lite" tells you coffee is made. Low heat then keeps it evenly hot. Beautiful Chromium-plated body; cool Black Bakelite handle and feet. Six-foot cord with plug; 110-120 volts, AC only; 400-475 watts. Holds 7 5-oz cups. Underwriter-approved.

\$18.95
90 B 102 — Shipping weight 4 lbs. 8 oz. . . . \$18.95

Whistling Tea Kettles

"No-Spill" spout cap makes this solid Copper Chromium-plated kettle extra efficient and a real value. Sings cheerfully when water boils — you don't have to watch it. Saves fuel. Shaped Bakelite handle. Flat bottom; 2½ qt. capacity.

\$3.50
90 B 232 — Shipping weight 1 lb. 13 oz. . . . \$3.50

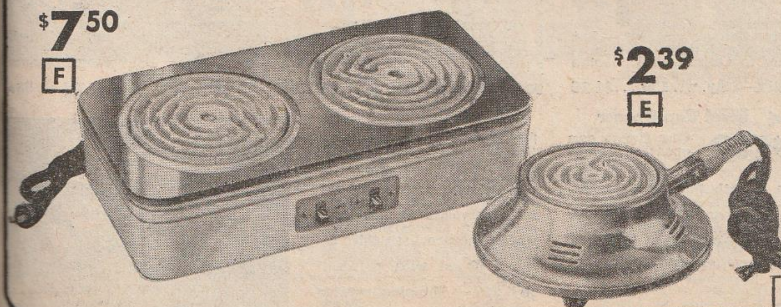
Pours through the whistle! This clever, shining Aluminum Kettle is a real kitchen-brightener as well as a practical utensil. Has cool, plastic handle and red rooster whistle. Boils two quarts of water quickly. Makes a wonderful shower gift for a bride.

\$1.98
90 B 268 — Shipping weight 1 lb. 8 oz. . . . \$1.98

SPACE-SAVING ELECTRIC TABLE STOVES

\$7.50

[F]



\$2.39

[E]

[E] Single Burner

Brews coffee or cooks quick snacks right at the table. Modern in design; standard size brick wound with 660 watts. Highest grade Nickel Chrome element. Rubber feet. Separate cord with rubber cap. AC or DC.

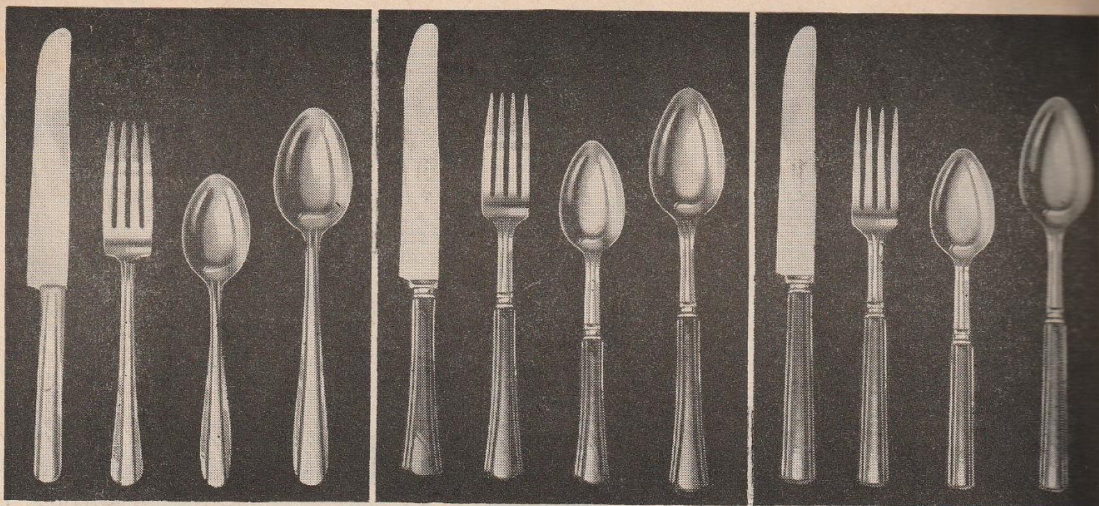
\$2.39
90 B 152 — Ship. wt. 2 lbs. 12 oz. . . . \$2.39

[F] Double Burner

Cook a whole meal for just a few cents' worth of electric current — this quick-heating portable stove can be plugged into any electric outlet. White enameled 5-inch frame with separate snap switches for left burner (990 watts) and right burner (660 watts). For 110-120 volts, AC or DC.

\$7.50
90 B 269 — Size: 17½ x 8½ x 5 inches. Ship. wt. 10 lbs. . . . \$7.50

NATIONAL BELLAS HESS 183



24-PIECE STAINLESS STEEL CUTLERY SETS

All-Stainless Steel

It will serve you well — and you'll serve well with it — this fine, thrifty 24-piece Stainless Steel cutlery set. Knives have unbreakable White metal Chrome plated handles and Satin-finished Stainless Steel blades. Blades will not come out of handle. Forks and spoons are equally durable. Set consists of 6 knives, 6 forks, 6 teaspoons, 6 soup spoons.

90 B 282—Ship. wt. 2 lbs. Set, \$4.69

Red Plastic Handles

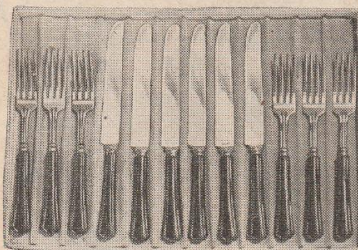
Finer quality — excellent value for such a low price! Grand 24-piece cutlery set for every-day or guest use. You'll be proud of it for years. Blades, tines, and spoons are made of gleaming mirror-finished Stainless Steel, with gay Red Plastic handles. Set consists of 6 knives, 6 forks, 6 teaspoons, 6 tablespoons.

You'll be so glad you bought this now! 90 B 283—Ship. wt. 2 lbs. Set, \$4.89

Our Finest . . . Plastic Handles

Our best quality 24-piece Stainless Steel cutlery set — to grace your table, lend charm and sparkle to your dinners. Set consists of 6 knives, 6 forks, 6 teaspoons, 6 tablespoons. Keen-edged knives, smartly styled forks and spoons . . . all mirror-polished, with handles of durable colorful Red Plastic. Grand value at this very reasonable price.

90 B 284—Ship. wt. 2 lbs. Set, \$6.98



GLEAMING STAINLESS STEEL

← 12-Piece Steak Set

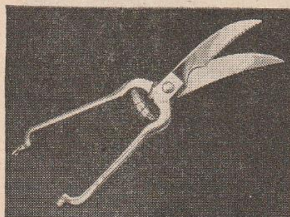
Just the set you've been seeking — at a new low price! Consists of 6 keen-edged knives and 6 forks — all mirror-polished Stainless Steel with Cherry Red Plastic handles. Comes in lined gift box.

90 B 285—Ship. wt. 1 lb. 12 oz. Set, \$2.98

5-Piece Knife Set →

Handy five-piece kitchen knife set with rack. Butcher knife, slicer, vegetable knife, utility knife and paring knife. Keen gleaming Stainless Steel blades; brass-riveted rosewood handles.

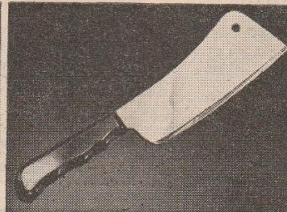
90 B 286—Ship. wt. 1 lb. Set, \$1.98



Handy Poultry Shears

Precision quality poultry shears of hot forged Stainless Steel, in shining mirror finish. Dependable serrated-edge blade with bone cutter. The easy way to carve poultry. Overall size 10 1/4 inches.

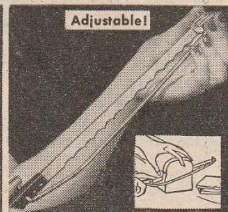
90 B 290—Ship. wt. 1 lb. 2 oz. \$4.50



Keen-Edged Cleaver

Light weight easy-to-handle cleaver — has so many uses. Same fine steel and keen edge as a butcher's cleaver — but in streamlined design. Blade is polished to a mirror finish; handle is of gleaming Black Plastic.

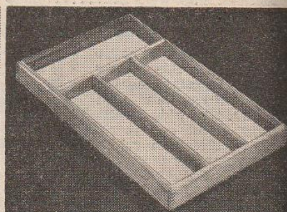
90 B 291—Ship. wt. 1 lb. \$1.25



Bread Slicer!

Slices bread or meat as you like it — thick or thin. The specially ground thin blade cuts a straight slice quickly and more easily than an ordinary knife — adjustable guide bar determines thickness. Durable plastic handle.

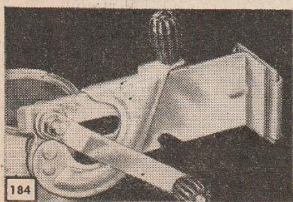
90 B 160—Ship. wt. 6 oz. \$1.29



Wooden Cutlery Tray

Keep your silverware neat and ever-ready in this tray. Made of hardwood which has been hand-sanded and polished; then sealed with 2 coats of finest clear lacquer. Four compartments keep pieces separate.

90 B 288—Ship. wt. 1 lb. 12 oz. 98¢



Rival Can Opener

Our finest can opener — for cans of all sizes and shapes — leaves a smooth beveled edge. Includes firm-grip bottle opener. All moving parts and the accurately ground cutting wheel are made of hardened steel with bright silvery finish. Plastic handle and lever knobs in matched colors. Wall bracket and screws included.

90 B 131—Ship. wt. 1 lb. \$1.39

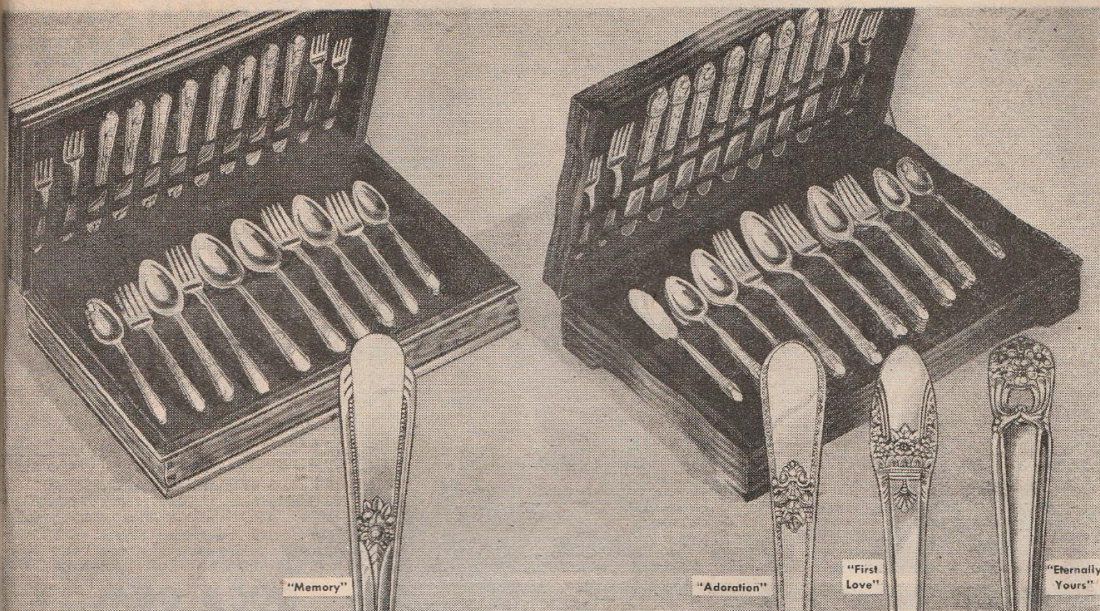
Knife Sharpener

Swing-A-Way "Edgemaster" knife sharpener. Patented angle blade assures professional results. Razor-like sharpness with complete safety. Self centering reversible twin wheels sharpen both sides of blade at once. Extra sturdy frame plated with polished Cadmium.

90 B 287—Shipping weight 1 lb. 2 oz. \$2.45



"Swing-A-Way"



Precious Silverplate By International Silver Co.

WM. ROGERS "MEMORY" PATTERN

50-Piece Set . . . Service for Eight

"Memory" is a gracious Wm. Rogers silverware pattern that will bring satisfaction and delight to the most exacting hostess for many many years. A truly fine example of expert craftsmanship, with graceful rounded tip and smart beading blending with fruit design in center panel. Made by International Silver Co. — famous over 100 years for superior quality and beauty. Set of 50 pieces: 8 knives, 8 forks, 8 salad forks, 8 dessert spoons, 16 teaspoons and 2 serving spoons.
90 B 363—Service for 8 in Tuck-A-Way roll. Ship. wt. 7 lbs. 2 oz. **\$22.95**
90 B 365—Service for 8 in Anti-Tarnish wood chest. Shipping weight 9 lbs. 8 oz. **\$24.95**

\$22⁹⁵
UP

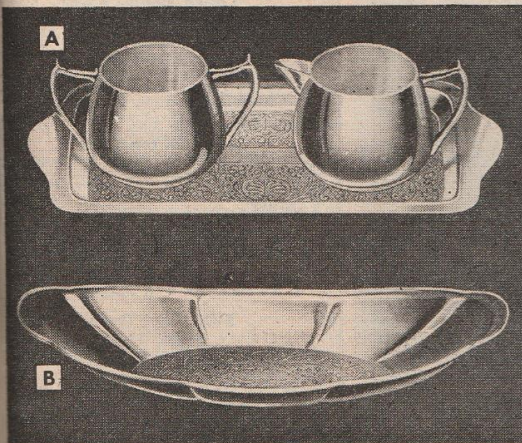
1847 ROGERS BROS. 52-PIECE SET

Service for Eight . . . with Anti-Tarnish Chest

Precious 52-piece service you'll love and cherish for years . . . 1847 Rogers Bros., the best known name in silver plate. Heavy weight, with heavy overall plating of pure silver. The most used forks and spoons have an extra overlay of silver at points of greatest wear. Popular hollow handles. Full forged knives have mirror-finish stainless steel blades; base is standard nickel alloy. Set includes: 8 knives, 8 forks, 8 salad forks, 8 dessert spoons, 16 teaspoons, 2 serving spoons, 1 butter knife, 1 sugar spoon. Beautiful anti-tarnish chest included.
90 B 302—Patterns: "Adoration," "Eternally Yours," or "First Love." State pattern wanted. Ship. wt. 16 lbs. 8 oz. **Set, \$64.75**

\$64⁷⁵

FOR INFORMATION ABOUT MONTHLY PAYMENTS . . . SEE PAGE 196



SILVER PLATED SERVING PIECES

(A) Sugar and Creamer on Tray

Three handsome pieces to add loveliness and grace to your dinners and parties. Heavily plated with pure silver over a sturdy copper base. Tray may be used separately on many occasions.
90 B 309—Shipping weight 3 lbs. **Set, \$5.98**

(B) Gracefully Shaped Bread Tray

Famous Trent silver plated bread tray. Made on sturdy copper base, heavily plated with pure silver. The large, deep 12-inch size makes this tray useful also for serving cookies and cakes.
90 B 306—Shipping weight 1 lb. 2 oz. **\$3.98**



SERVICE FOR SIX
30 PIECE SET **\$5.98**

BUDGET-PRICED SILVER PLATE

Bellas Hess brings you a silver plate value that is simply sensational. This beautiful "Lady Betty" pattern would be welcome in any home. It's made by a nationally known manufacturer of silverplate. Look what you get for this amazingly low price! Silver plated set of 30 pieces—service for 6 consists of knives, forks, teaspoons, oval bowl soup spoons, salad forks . . . 6 of each. Base metal is 18% nickel silver as used in the most expensive silver plated ware. Knives have lustrous mirror-finish stainless blades. You'll be impressed by the fine details and die work in the ornamentation. Don't miss this amazing buy.
90 B 304—Shipping weight 4 lbs. 8 oz. **30-piece Set, \$5.98**

NATIONAL BELLAS HESS 185



NATIONALLY KNOWN "WEAR-EVER" ALUMINUM WARE

"Wear-Ever" Aluminum is nationally famous for utility, beauty, and durability. The "Wear-Ever" test kitchen check and approve each new design. Constructed for quick, even heat, cleaning ease. Dent-resistant and rust-proof!

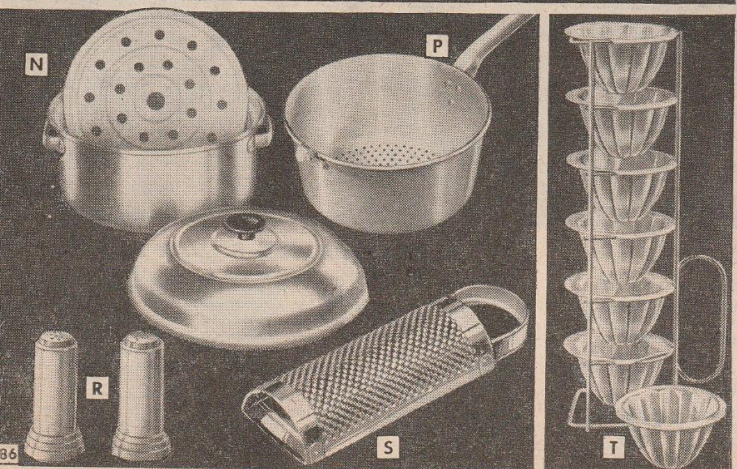
- [A] **3 Open Sauce Pans**
90 B 338—Size: 1, 2, 3 qt. Shipping weight 3 lbs. 8 oz. Set, **\$2.50**
- [B] **3-Qt. Covered Sauce Pan**
90 B 341—Ship. wt. 1 lb. 10 oz. **\$1.45**
- [C] **3-Qt. Combination Cooker**
90 B 342—Covered saucepan, double boiler, casserole. Ship. wt. 3 lbs. 14 oz. **\$2.25**
- [D] **Covered Sauce Pot**
90 B 339—4-qt. Size. Ship. wt. 3 lbs. **\$1.75**
90 B 340—6-qt. Size. Ship. wt. 3 lbs. 10 oz. **\$2.15**
- [E] **Layer Cake Pan**
90 B 343—Diam. 9½ in. Ship. wt. 10 oz. **59c**
- [F] **Open Roasting Pan**
90 B 344—Size: 15 13/16 x 10 13/16 inches. Ship. wt. 1 lb. 14 oz. **\$1.75**
- [G] **Scouring Pads**
90 B 355—For cleaning aluminum. Soap is in pad. Ship. wt. 6 oz. Package, **20c**

GOOD QUALITY ALUMINUM



- [H] **Double Roaster**
Satin finish, heavy gauge, solid pure drawn aluminum roaster. Riveted handles, steam vent, snug-fit cover. Priced low!
90 B 149—Medium Size: 17½ inches long, 11¾ inches wide, 6¼ inches deep. Ship. wt. 6 lbs. 6 oz. **\$4.45**
90 B 141—Large Size: 17½ inches long, 11¾ inches wide, 8¾ inches deep. Ship. wt. 7 lbs. **\$4.99**
- [J] **3 Open Sauce Pans**
Sturdy 22-gauge Aluminum; mirror finish. Bakelite knob. Riveted handles. Satin-finish bottom.
90 B 345—1, 2 and 3-quart size. Ship. wt. 2 lbs. 2 oz. Set, **\$1.69**
- [K] **1½-Qt. Double Boiler**
Aluminum double boiler. New modern design: steel handles. Satin finished bottom.
90 B 348—Ship. wt. 1 lb. 9 oz. **\$1.29**
- [L] **Covered Sauce Pot**
Large size (6 qt.) Aluminum sauce pot for general cooking. Snug-fitting cover. Bakelite knob. Sunray inside finish. Riveted handles.
90 B 347—Ship. wt. 1 lb. 8 oz. **\$1.29**
- [M] **4½-Qt. Tea Kettle**
Attractive, long-wearing 22 gauge Aluminum tea kettle. Cast spout securely riveted — guaranteed not to leak. Stationary ball and Bakelite grip: cover knob for cool handling.
90 B 350—Ship. wt. 1 lb. 12 oz. **\$2.19**

HANDY FOR THE KITCHEN



- [N] **5-Qt. Dutch Oven**
For top-of-stove baking or roasting. Satin finish, heavy gauge, solid pure drawn Aluminum. Riveted handles. Rack included. Self-basting snug-fit cover. Reduced price.
90 B 142—9 x 4½ in. Wt. 2 lbs. 8 oz. **\$2.79**
- [P] **Colander Strainers**
Handy long saucepan handle. Hook permits use with various sized utensils.
90 B 352—1-quart Size. Ship. wt. 14 oz. **89c**
90 B 358—2-qt. Size. Ship. wt. 1 lb. 2 oz. **\$1.19**
90 B 359—4-qt. Size. Ship. wt. 1 lb. 12 oz. **\$1.49**
- [R] **Salt and Pepper Set**
Modern, expensive-looking Aluminum salt and pepper set. Screw-on base. 1¾-in. high.
90 B 239—Ship. wt. 4 oz. Set of 2, **49c**
- [S] **Food Grater**
Fine quality Aluminum. Light weight. Won't stain or rust. Cleans in a jiffy. New low price!
90 B 166—Size: 12 inches long, 4 inches wide, 2 inches deep. Ship. wt. 5 oz. **49c**
- [T] **Jel-Rac**
Space-saving device for quick-action jelling of salads and desserts. Takes up less space in refrigerator than quart milk bottle. Gelatin chills faster, frees easily from moulds.
90 B 354—Ship. wt. 12 oz. Set, **98c**

7-PIECE SETS OF LUMINUM WARE TWO FAMOUS BRANDS

"Comet"

\$5.29

"Mirro"

\$12.05

Good Quality "Comet" Set

Aluminum ware means fast, efficient cooking and better-tasting food. This nationally known set of sturdy 22-gauge aluminum is long-wearing and modern design. Lustrous easy-to-clean finish.

quart Tea Kettle.
quart Windsor Lip Saucepan.
quart Windsor Lip Saucepan.
quart Windsor Lip Saucepan.
quart Covered Sauce Pot.
quart Combination Pan (2-qt. inset):
cup Percolator.

B 170—Ship. wt. 8 lbs. 6 oz. \$5.29

7-piece Set,
Price, West of Rocky Mts., Set, \$5.59

Best Quality "Mirro" Set

As illustrated. Designed to last a lifetime. Universally praised for its beauty and utility. Made of miracle-bearing heavy 18-gauge Aluminum with bright gleaming finish. Set consists of:

quart Combination Pan (2-qt. inset).
cup Percolator.
quart Windsor Lip Saucepan.
quart Windsor Lip Saucepan.
quart Windsor Lip Saucepan.
quart Covered Sauce Pot.
quart Tea Kettle.

B 171—Ship. wt. 8 lbs. 8 oz. \$12.05

7-piece Set,
Price, West of Rocky Mts., Set, \$13.40

DOUBLE-COATED ENAMEL WARE

Cooking is so much easier if you have all the proper pans. And now you can have all of all the necessary utensils at a very economical price. Red-trimmed gleaming White Enamel ware—looks cheerful in any kitchen. Double-coated smooth porcelain enamel over a steel base. Seamless, non-porous, acid- and stain-resisting. Wide, flat bottoms heat evenly and quickly on any type stove. Tight-fitting covers hold in heat and steam. Sturdy handles are welded to pans, and made hollow so that they stay cool. Choice of "Junior Set" of 7 basic utensils or 11-piece "Master Set."

7-Piece Enamel Ware Set

Thrifty "Junior Set" consists of:

\$4.98

- 1) 1-qt. Saucepan.
- 2) 1½-quart Saucepan.
- 3) 2-quart Saucepan.
- 4) 6-quart Sauce Pot.
- 5) 8-cup Percolator.
- 6) 1½-quart Double Boiler.
- 7) 4½-quart Tea Kettle.

B 365—Shipping wt. 13 lbs. \$4.98

7-piece Set,

11-Piece Enamel Ware Set

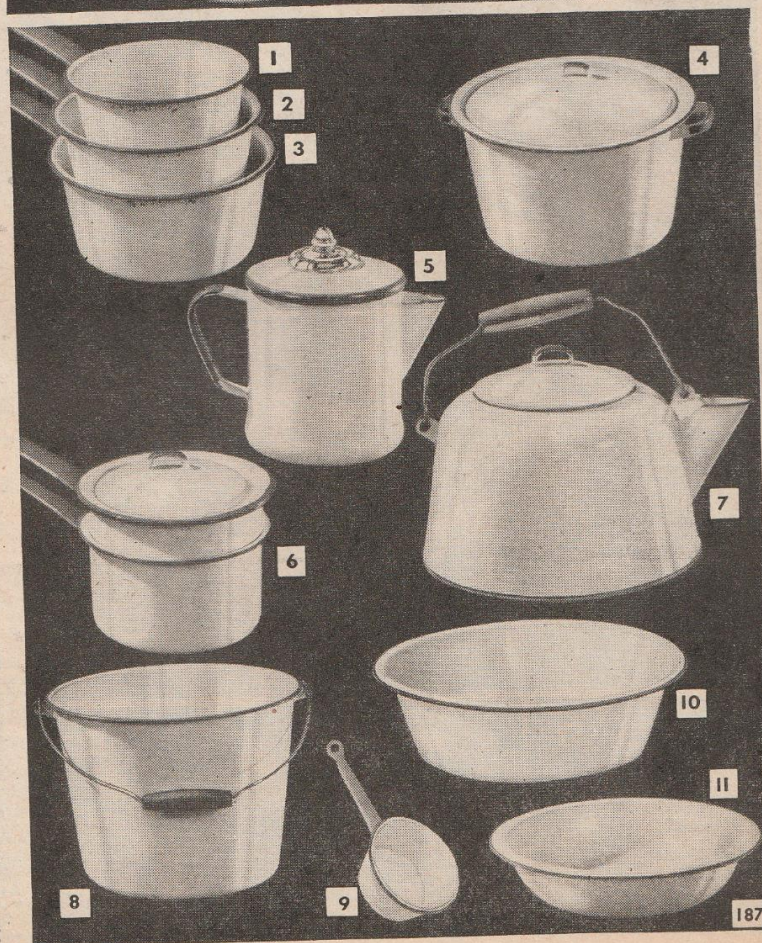
Excellent value "Master Set" consists of:

\$6.98

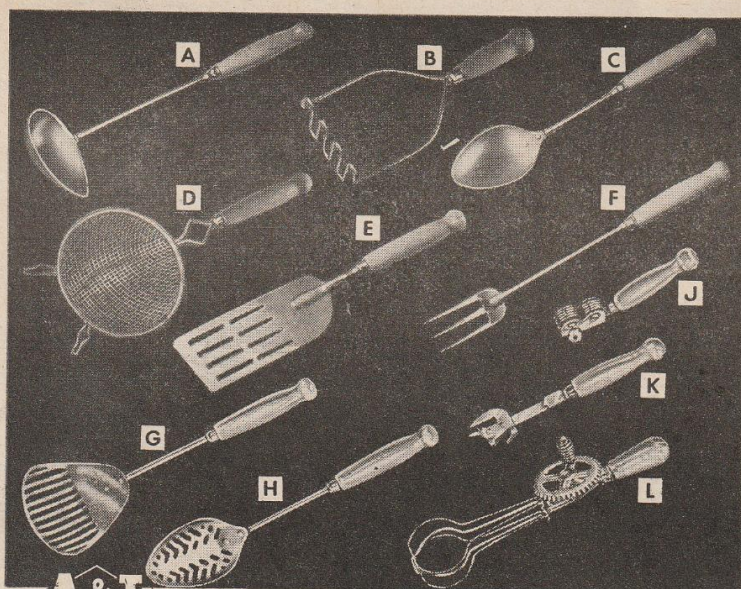
- 1) 1-quart Saucepan.
- 2) 1½-quart Saucepan.
- 3) 2-quart Saucepan.
- 4) 6-quart Sauce Pot.
- 5) 8-cup Percolator.
- 6) 1½-quart Double Boiler.
- 7) 4½-quart Tea Kettle.
- 8) 1½-quart Pail.
- 9) Dipper.
- 10) 11-quart Dish Pan.
- 11) 4¼-quart Wash Basin.

B 334—Shipping wt. 21 lbs. \$6.98

11-piece Set,

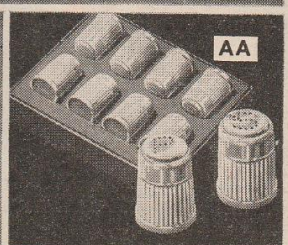
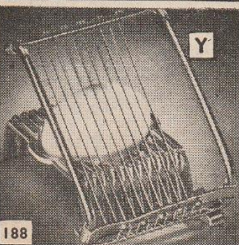
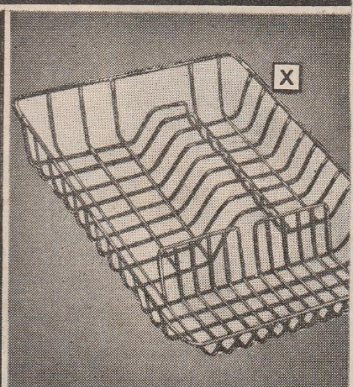
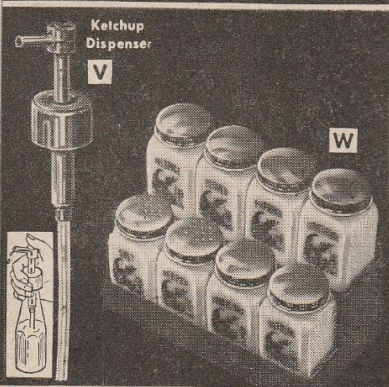
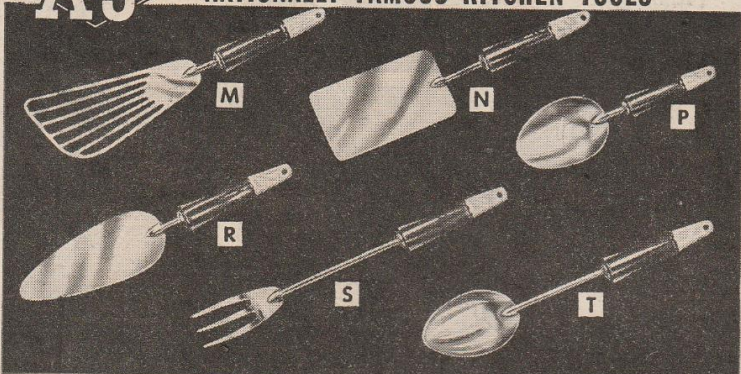


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A&J

NATIONALLY FAMOUS KITCHEN TOOLS



THRIFTY PRICED

YOUR CHOICE
OF 11 ITEMS

**29^c 3 for
EA. 85^c**

"Efficiency experts" for your kitchen! Look for the famous A & J trademark for good quality kitchen tools. Each item is made of sturdy dependable Nickel and Chrome plated steel with gleaming polished finish. Well balanced handles of select natural grain wood with lacquered finish — full size, easy to grip. Drawn protective ferrules. At this low price you'll want a complete supply of these items.

- [A] 90 B 315—Egg-shaped Ladle. Easy to pour from. Ship. wt. 5 oz. 29c
- [B] 90 B 317—Potato Masher. Quick efficient. Ship. wt. 5 oz. 29c
- [C] 90 B 313—Basting Spoon. So convenient. Ship. wt. 5 oz. 29c
- [D] 90 B 322—Bowl Strainer. Hang it in a handy spot. Ship. wt. 6 oz. 29c
- [E] 90 B 318—Offset Hamburger Turner. Durable, springy. Ship. wt. 3 oz. 29c
- [F] 90 B 316—Three-tine Heavy Wire Fork. For turning steaks, chops, roasts. Shipping weight 3 oz. 29c
- [G] 90 B 323—All-Purpose Kitchen Tool. No end to uses. Ship. wt. 4 oz. 29c
- [H] 90 B 314—Batter and Mixing Spoon. Very efficient. Ship. wt. 4 oz. 29c
- [J] 90 B 321—Hollow Ground Wheel Knife Sharpener. Sturdy, dependable. Shipping weight 4 oz. 29c
- [K] 90 B 320—Long-Shank Can Opener. Quick and safe. Ship. wt. 3 oz. 29c
- [L] 90 B 319—Hi-Speed Beater. Many uses. Ship. wt. 6 oz. 29c

29c Each; 3 items for \$1.45

STAINLESS STEEL

YOUR CHOICE
OF 6 ITEMS

**49^c 3 for
EA. \$1.45**

Our finest Stainless Steel kitchen tools. The famous "Aeriston" trademark assures you of superior quality and lifetime wear. Satin-finished Stainless Steel with plastic handles. Heat-treated for greater resiliency.

- [M] 90 B 326—Whip. Beats everything. Whips food to fluffiness. 49c
- [N] 90 B 327—Offset Hamburger Turner. Handy to flip and press down. Shipping weight 3 oz. 49c
- [P] 90 B 329—Scoop. For sugar, flour, coffee. Ship. wt. 2 oz. 49c
- [R] 90 B 328—Pie or Cake Server. Handy, some, efficient. Ship. wt. 2 oz. 49c
- [S] 90 B 325—Three-Tine Fork. Grand for gripping and carving. Ship. wt. 3 oz. 49c
- [T] 90 B 324—Basting Spoon. Just the right size and shape. Ship. wt. 3 oz. 49c

49c Each; 3 items for \$1.45

TIME-SAVERS

PRICED LOW

- [V] Ketchup Dispenser. No more pounding! No more shaking that ketchup bottle. Just attach this handy cap (fits all popular ketchup bottles). Pours when and where you want it. Inner tube fits close to the bottom — to use every drop. Siphon is made of Styrene Plastic. Spring not affected by ketchup acids. 90 B 333—Ship. wt. 10 oz. 97c

- [W] Spice Sets. To use, display, or give as presents. The racks are of sturdy steel construction with de luxe red ripple finish. Handy "keyhole" slots in back for wall mounting. 3-oz. jars, decorated with 4-color decals; several of them, (except salt and pepper) have removable inner shaker tops as well as solid outer caps. Sets also include "Selector" Sheet of additional substitute spice names. 90 B 330—9-Piece Set. Shipping \$1.84 weight 4 lbs. 14 oz. 92c

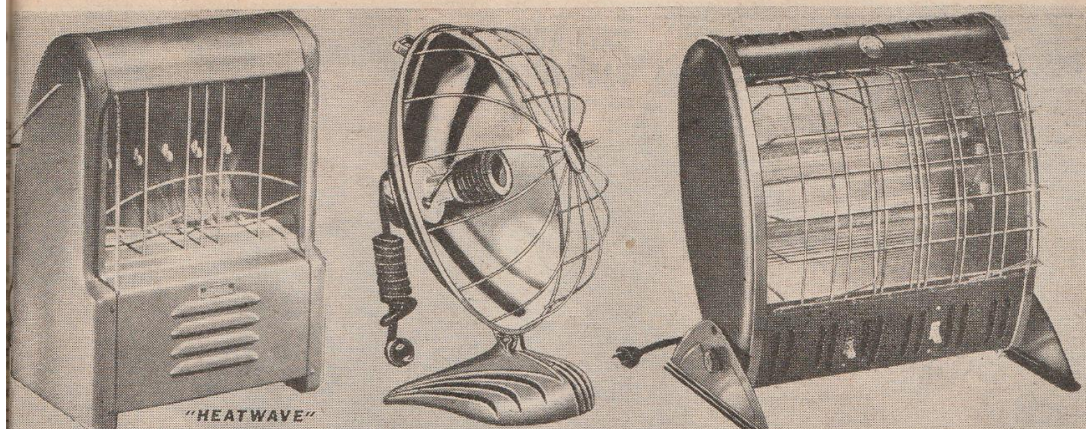
- 90 B 335—5-Piece Set. (Not illustrated.) 92c

- [X] Dish Drainer. The rubber-covered wire dish drainer every housewife praises. Deep basket permits use in sink or on drain board. 90 B 369—Colors: Red or Black. \$1.09

- [Y] Egg Slicer — Slices! Dices! So easy to slice evenly. Made of Aluminum with piano-wire cutter and heavy gauge wire frame. Over-size base (3 x 5 3/4 in.) features non-skid finger grip and the cutter frame is shaped to clear fingers. Reinforcing bands and sides assure durability and rigidity. 90 B 235—Ship. wt. 3 oz. 29c

- [Z] Set of 8 Coasters. Highly polished Aluminum finish, with embossed design of a mallard duck in flight. 90 B 163—Ship. wt. 6 oz. 79c

- [AA] Plastic Salt and Peppers. Individual service for four. All-Plastic set consists of 4 salt and pepper shakers, each marked "S" or "P". Size: 1 3/4 in. high. Boxed. 90 B 331—Ship. wt. 5 oz. 79c



PORTABLE ELECTRIC HEATERS FOR ANY ROOM IN THE HOUSE

Circulates Warmed Air

"Heatwave" draws in cold air from the floor and pours out warm air through the radiator opening in front, then circulates it through the room. Fine for "taking the chill off" a bedroom! Chromium-plated inside reflector. Two-tone green opalescent finish. For 110-120 volts; AC or DC. Wattage 1320. Size: 19 x 13 x 8 1/2 in. Cord and plug attached. Approved by Underwriters.

\$7.98

90 B 154—Ship. wt. 15 lbs. \$7.98

Reflector Bowl Heater

Money-saving radiant reflector heater with chrome bowl. Streamlined enameled base. Removable heating element. Cord and plug cap attached. Approved by Underwriters' Laboratories, Inc. For 110-120 volts; AC or DC.

\$3.98

90 B 292—11-inch bowl, 15 gauge wire guard. Wattage 645. Ship. wt. 5 lbs. **\$3.98**
90 B 293—13-inch bowl, 12 gauge wire guard. Wattage 1000. Ship. wt. 6 lbs. **\$5.48**

Twin Action . . . Adjustable

Twin action heater with the best features of both reflecting and circulating models. Replaceable dual heating units, adjustable for high and low heat. Heavy duty switch, 6-foot cord. Walnut Brown finish. Tiltable—but cannot start fires by tipping. Size: 16 1/2 x 16 x 13 in. For 110-120 volts; AC or DC. Wattage 1320. Underwriter approved.

\$12.95

90 B 294—Shipping weight 9 lbs. . . **\$12.95**

ELECTRIC HEATING PADS

Knapp Monarch

\$3.98 Outer cover of heating pad is of soft-finished Cotton Flannel. Added wetproof protection for the heating element. Double thermostat, 3-heat control. 110-120 volts; AC or DC. Size: 12 x 15 inches.

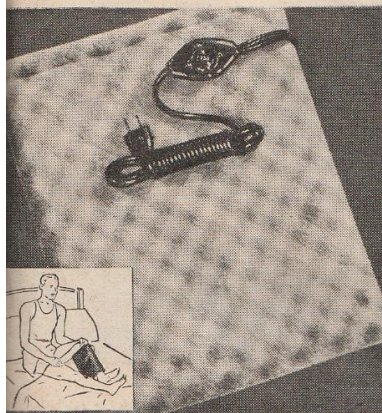
90 B 295—Blue checked cover. Ship. wt. 2 lbs. 8 oz. **\$3.98**

"Universal" De Luxe

Famous "Universal" quality heating pad. Four thermostats, 3 heat levels. Bakelite switch. Beautiful Green, soft downy cover; additional moisture-proof cover; 9-foot attached cord. Size: 12 x 15 in. For 110-120 volts; AC or DC. Wattage 65.

\$6.95
COMPLETE

90 B 122—Ship. wt. 2 lbs. 12 oz. **\$6.95**



Moisture-Proof Cover Included

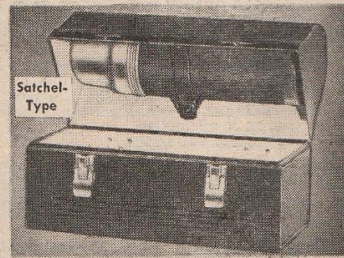
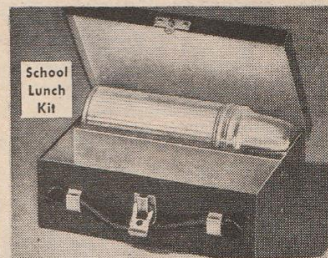
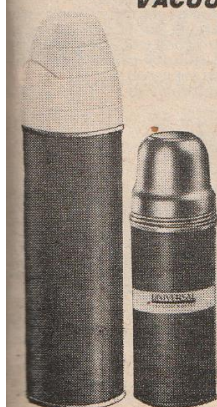
STEEL-CASED VACUUM BOTTLES

\$1.25
UP

Safe and sturdy, equally dependable for either hot or cold liquids. Protected by spring retainers and shock absorbers. Enamel finish. Glass filler is easily replaceable.

90 B 124—Pint size. Aluminum cup. Shipping weight 1 lb. 8 oz. **\$1.25**

90 B 223—Quart size. Plastic cup. Color: Blue. Ship. wt. 2 lbs. 12 oz. **2.39**



LUNCH KIT AND VACUUM BOTTLE SETS

This neat, compact all metal kit is just right for school lunches. Lustrous, long-wearing Blue enamel finish. Dependable self-locking catch fastens box securely. Comfortable Black leather handle. "Universal" vacuum bottle of shock absorber construction. Holds half pint, fits into special compartment; has excellent filter.

\$2.15

90 B 222—Ship. wt. 2 lbs. 8 oz. **\$2.15**

The jumbo food compartment of this satchel-type kit has lots of space to provide for healthy young appetites. Includes pint-size steel-cased vacuum bottle, protected by spring retainer and shock absorber. Holds hot or cold liquids. Plastic cup. Box has safety catch, durable carrying strap. Color: Blue.

\$2.39

90 B 123—Ship. wt. 3 lbs. 12 oz. **\$2.39**

CONVENIENT C.O.D. SERVICE . . . SEE PAGE 198

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"HANDYHOT" PORTABLE ELECTRIC WASHERS . . . QUICK, SAFE, GENTLE

In Light Weight Aluminum

Ideal for day-to-day laundering and for children's clothes—easy-to-handle portable washer. Aluminum agitator revolves the clothes gently in seven gallons of soapy water until sparkling clean. Washing action effective at any point in the tub. Air-cooled motor operates on 110-120 volts, 50-60 cycles, AC only. Approved by Underwriters' Laboratories.

90 B 371—Ship. wt. 25 lbs. \$29.95

"Little Magic" Wringer

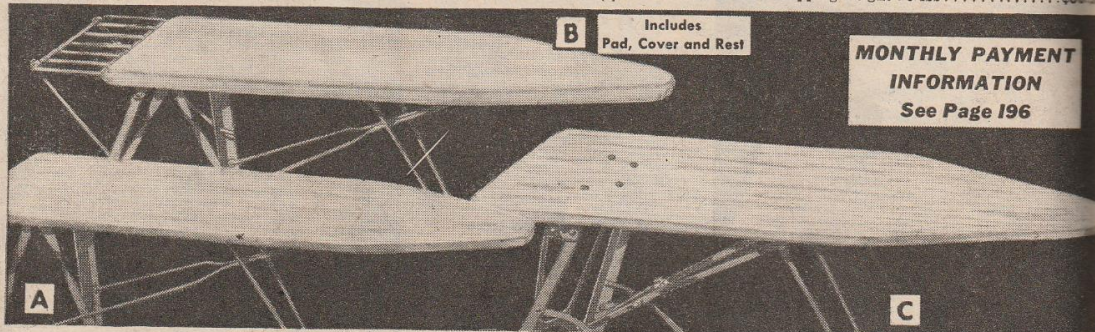
No more difficult wringing by hand! Sturdily constructed with adjustable rubber rolls—give just the pressure needed. For use with all portable washers. Full 7½-inch wringing spread.

90 B 240—Ship. wt. 6 lbs. 12 oz. \$6.95

Our Finest Stainless Steel Washer

Launders clothes spotlessly clean in only 10 to 15 minutes! Aluminum agitator rotates gently, giving effective, uniform washing action. Cover can be removed without disturbing clothes. Our finest portable washing machine, made of durable rustproof Stainless Steel. Holds 7 gallons. Air-cooled motor operates on 110-120 volts, 50-60 cycles, AC only. Underwriter-approved.

90 B 298—Shipping weight 26 lbs. \$36.95



EASY FOLDING IRONING TABLES PRICED 'WAY DOWN

[A] Strong Metal Legs

Thrifty, good quality ironing table with all metal base. Lacquered undercarriage is automatically self-locking for added convenience. Folding legs are rubber-tipped to prevent marring or slipping; they fold flush with the top when table is not in use. Pine wood top measures 12 x 48 inches.

90 B 299—Ship. wt. 14 lbs. \$3.98

[B] Complete Ironing Outfit

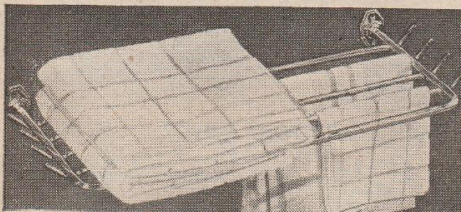
Its outstanding features make ironing easier. Light weight ironing table with all metal lacquered base and rubber-shod "automatic" self-locking legs. Nickel-plated iron rest and Therm-o-Flect Aluminum-surfaced pad prevent fire hazard. Pine wood top, 12 x 48 in. Snug cotton flannel cover.

90 B 300—Shipping wt. 15 lbs. Set, \$5.79

[C] Our Finest Ironing Table

You'll appreciate this sturdy, well balanced ironing table—opens and closes in one easy motion. All-Steel enameled undercarriage forms hanger hook when folded. Non-marring rubber feet—won't slip. Large warp-proof wood top is 15 x 54 inches. Our best quality ironing table at a price that means long-run thrift.

90 B 301—Shipping weight 18 lbs. . . \$4.98



Towel Shelf and Drying Rack

Smart, serviceable shelf rack. Sturdily constructed of rust-resistant Luster Chrome, with 8 feet of square wire bars. Eight utility hooks. Wall brackets, screws included. Size: 22x9½ in.

90 B 221—Ship. wt. 2 lbs. \$1.39



Plastic Clothes Pins

Won't snag clothes! New, smooth Plastic clothes pins—retain their firm grip. They are unbreakable—will last a lifetime. 12 to a card.

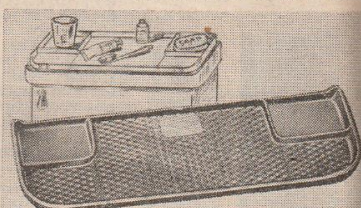
90 B 180—Ship. wt. 4 oz. One Card 25¢; Two Cards 47¢



Water Filter

drinking water with Filter-Kleen. Fits any faucet. Instructions included.

90 B 366—Complete with 12 filters. Ship. wt. 5 oz. . . \$1.25
90 B 368—Filter-Kleen Pads. Ship. wt. 2 oz. . . 6 dozen, 50¢

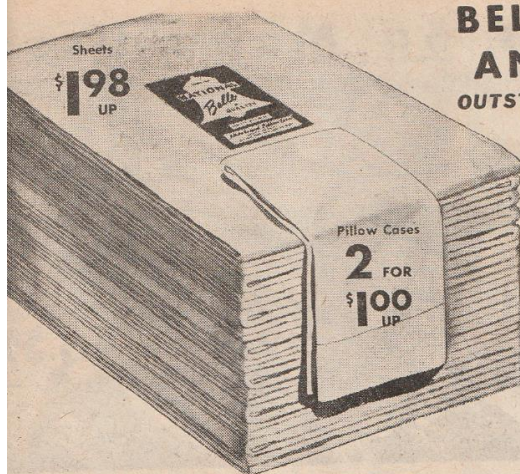


Bathroom Tray

Rubber tray top for toilet tank or window ledge. Raised rim keeps items neatly in place. Non-slip, corrugated bottom.

90 B 177—Colors: Blue, Peach or White. State color. Size: 19 x 6½ inches. Ship. wt. 1 lb. 4 oz. . . . 94¢

**MONTHLY PAYMENT
INFORMATION**
See Page 196



BELLAS HESS SHEETS AND PILLOW CASES

OUTSTANDING IN QUALITY! TOPS IN VALUE!

Our Best . . . "National Belle" Quality
 Splendid quality sheets and pillow cases. Bleached White Cotton. 68 x 72 thread count.
 44 B 3013—72 x 99 in. Ship. wt. 1 lb. 12 oz. \$2.49
 44 B 3014—72 x 108 in. Ship. wt. 1 lb. 15 oz. \$2.59
 44 B 3015—81 x 99 in. Ship. wt. 2 lbs. . . \$2.59
 44 B 3016—81 x 108 in. Ship. 2 lbs. 4 oz. \$2.89

PILLOW CASE . . . 42 x 36 inches
 44 B 3029—Shipping weight 13 oz. Each, 57¢

National "Superba" Quality
 Bleached White sheets of medium weight firmly woven long staple Cotton. Type 128; 64 x 64 thread count. Tape selvages.
 44 B 3007—72 x 99 in. Ship. wt. 1 lb. 10 oz. \$2.05
 44 B 3008—72 x 108 in. Ship. wt. 1 lb. 12 oz. \$2.19
 44 B 3009—81 x 99 in. Ship. wt. 1 lb. 12 oz. \$2.19
 44 B 3010—81 x 108 in. Ship. wt. 1 lb. 14 oz. \$2.39

PILLOW CASE . . . 42 x 36 inches
 44 B 3026—Ship. wt. 12 oz. for 2 2 for \$1.00

Bellas Hess Bargain Sheets
 Bleached White Muslin. Thread count, 56 x 60; breaking strength, 51 lbs. Average 3-in. top hem, 1-in. bottom hem. Firmly stitched hems, strong tape selvages. Size is before hemming.
 44 B 3019—Size: 81 x 99 in. Ship. wt. 1 lb. 10 oz. \$1.98



PERMANENT-CRINKLE BEDSPREAD

Scalloped Edges
 Bring new fresh charm and color to your bedrooms with these wonderfully time-saving and easy-on-the-budget crinkle spreads. Economical, serviceable—especially practical for children's rooms, as they are made of durable quality Cotton that can take repeated washings . . . and no ironing is needed. Neatly striped; firm scalloped edges. The crinkle is permanent. In soft colors.
 37 B 1350—Colors: Rose, Blue or Green. Size: 82 x 105 in. State color wanted when ordering. Ship. wt. 1 lb. 12 oz. \$1.98

TABLECLOTH SAVER

Crystal-Clear Plastic

A wonderful laundry-saving aid for busy housewives. Clear plastic film to spread over tablecloth to keep it clean. Can be wiped clean with a damp cloth.
 43 B 2166—40 x 54 in. Ship. wt. 2 oz. . . . 59¢
 43 B 2139—54 x 54 in. Ship. wt. 3 oz. . . . 69¢
 43 B 2140—54 x 72 in. Ship. wt. 5 oz. 89¢

59¢ UP



3-Piece Lace Chair Set
 Good quality Cotton Lace chair set in a pretty open mesh pattern. Beautifying protection for any upholstered chair.
 43 B 3149—Eccu only. Back rest (1 piece) 15 x 17 inches. Arm rests (two) each 6 x 12 inches. Ship. wt. 3 oz. Set, 39¢



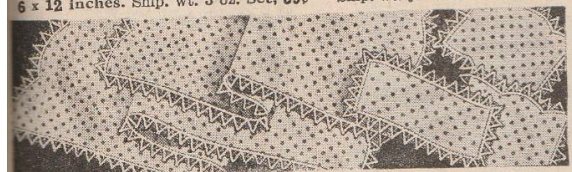
Strong Pillow Tubing
 Fine quality bleached pillow tubing. Woven of long staple Cotton—64 x 64 thread count. Seam one end, hem the other for a low-cost pillow case.
 44 B 3100—Width 42 inches. Ship. wt. yd. 8 oz. Yard, 59¢



Kitchen Chair Pads
 Well made, comfortable chair pads to brighten kitchen or dining room. Coated Composition in Morocco grain. Wipe clean with damp cloth. Have tie strings.
 43 B 2329—Red, Blue, Green. State color. Ship. wt. 8 oz. . . . 2 for 98¢



For Easier Ironing
 Ironing board cover and knitted pads. Fits boards up to 54 in.
 43 B 2326—Cover. Ship. wt. 7 oz. 39¢
 43 B 2335—Set. Wt. 1 lb. 11 oz. 89¢
 43 B 2336—Better set. Elastic-edge cover and pad. Shipping weight 1 lb. 13 oz. \$1.19



Dainty Flocked 5-Piece Scarf Set
 Low-priced scarf set to freshen your bedroom. Organdy-like Cotton with flocked dots and dainty 2-tone crocheted-type lace edge.
 43 B 3155—Red, Blue or Green dots on White. Size: 1 scarf 14 x 43 in., 1 scarf 14 x 34 in.; Vanity Set, 2 pieces 8 x 10 in., 1 piece 6 x 13 inches. State color. Ship. wt. 6 oz. Set, 98¢



Lovely Cotton Lace Scarf and 3-Pc. Vanity Set
 High quality hard twist Cotton Lace in very pretty pattern. Peru only.
 43 B 3151—3-pc. Vanity Set. 1 piece, 6 x 13 inches; 2 pieces, 10 x 13 inches. Ship. wt. 6 oz. 89¢
 43 B 3150—Scarf. 15 x 42 inches. Shipping weight 7 oz. . . . 89¢
 43 B 3157—Scarf. 15 x 34 inches. Shipping weight 5 oz. . . . 79¢

Flour Sacking Has So Many Uses

**SAVE! MAKE DOZENS OF THINGS
FOR THE HOUSE AND FAMILY
WITH DURABLE COTTON SACKS**



Cloths, Napkins



Ruffled Aprons



Pillow Cases



Diapers



Unhemmed
10 FOR
\$1.59

Hemmed
5 FOR
89¢



Unbleached
20 FOR
\$1.19

Bleached
10 FOR
\$1.29



Heavy
6 FOR
\$1.19

Medium
5 FOR
\$1.39

Durable Pre-Washed Kitchen Towels

You'll find unlimited use for these strong, highly absorbent towels of heavy Cotton flour sacking. Some brand names may show but won't affect usefulness. Pre-washed. Unhemmed. Come in bundles of 10. **43 B 2253**—Bleached White. Size: 19 x 36 in. Ship. wt. 1 lb. 7 oz. for 10... **10 for \$1.59**

Sturdy, long-wearing sack towels. Overlocked-stitched hems. Some brand names may show but this will not impair wear or usefulness. Good quality Cotton, bleached White. Pre-washed. Bundles of 5. **43 B 2252**—Assorted. Sizes: 17 x 31 and 18 x 33 in. Ship. wt. 1 lb. 4 oz. for 5... **5 for 89¢**

Sturdy Unused Cotton Sacks

Strong unbleached Cotton flour sacks you'll use in many ways. Include high count print cloth as well as 44 x 40 count sheeting. Suitable for pants pockets, quilt patches. Come in bundles of 20. **43 B 2255**—Assorted. Sizes: 14½ x 17 in. 16 x 18, 14 x 20. Ship. wt. 12 oz. for 20... **20 for \$1.19**

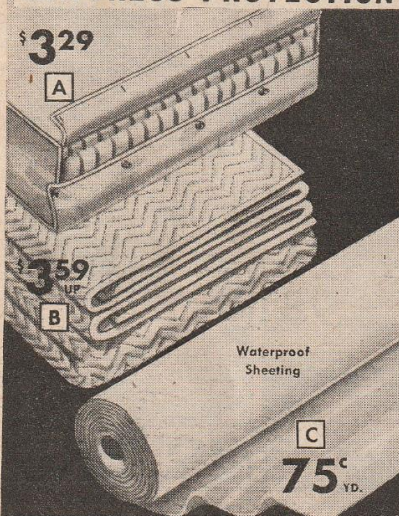
New Cotton flour sacks with bleached White finish. Brand names are imprinted, but this in no way impairs wear or usefulness. Thrifty towels for kitchen, dairy, farm, etc. Come in bundles of 10. **43 B 2254**—Size: about 28 x 28 inches when opened. Ship. wt. 1 lb. 12 oz. for 10... **10 for \$1.29**

Strong Pre-Washed Sacks

Our husky, extra heavy (50 lbs.) quality Cotton sacks. Highly absorbent. Bleached white. If any brand names show, this won't affect their serviceability or long wear. Come in bundles of 6. **43 B 2259**—Size: About 30 x 30 inches when opened. Ship. wt. 1 lb. 2 oz. for 6... **6 for \$1.19**

These are our heaviest quality (100 lb.) Cotton sacks. Bleached white. They'll wear and wear. Make highly absorbent, thrifty towels for many uses. Brand names may show but won't affect their serviceability. **43 B 2250**—About 1 yard square when opened. Ship. wt. 1 lb. 14 oz. for 5... **5 for \$1.39**

MATTRESS PROTECTION



\$3.29

A

\$3.59

B

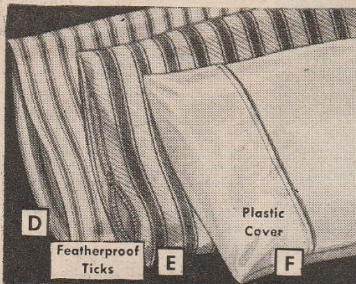
Waterproof
Sheeting

75¢

C

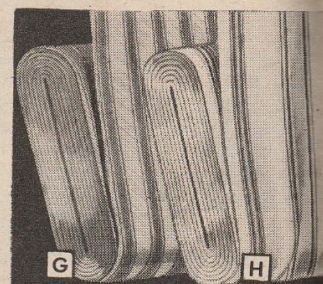
- [A]** You'd expect mattress covers of this quality to cost much more! Especially well made, with wide tape seams, reinforced buttonholes, plastic buttons, bartacked corners. Will retain fit after repeated washings. Made of unbleached closely woven sheeting. Packed in bags.
43 B 3145—Full size. Ship. wt. 2 lbs. 12 oz. **\$3.29**
43 B 3146—Twin Size. Ship. wt. 2 lbs. 6 oz. **\$3.29**
- [B]** Prolong the life of your mattress with these big-value mattress protectors. Cotton-filled quilted padding. Made of good quality cotton sheeting, bleached cotton filling. Bound edges, firmly stitched, and long lasting. White only.
43 B 3148—39 x 76 in. Ship. wt. 3 lbs. 4 oz. **\$3.59**
43 B 3147—Size: 54 x 76 in. Ship. wt. 5 lbs. **\$3.99**
- [C]** Be wise and thrifty by safeguarding your bedding and mattress against stains, moisture, etc. The Bellas Hess price is very low for this good quality coated sheeting. Firm, strong Cotton sheeting, coated both sides with synthetic rubber. Ideal for infants' and children's beds, sick rooms.
43 B 2318—White or Maroon. State color. Width about 36 in. Ship. wt. yd. 8 oz. . . . Yard, **75¢**

192 NATIONAL BELLAS HESS



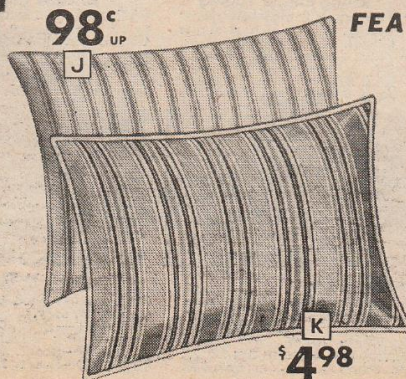
Pillow Ticks and Covers

- Pillow ticks of firmly woven striped Cotton. Washable.
[D] **43 B 2327**—Blue-and-White stripes. Size: 20½ x 28 in. Has open end. Ship. wt. 8 oz. **59¢**
- [E]** Heavy weight Roman Stripe Cotton Sateen. Colors: Rose or Blue. Size: 20½ x 28 inches.
43 B 2313—Open end. Ship. wt. 9 oz. . . . **85¢**
43 B 2315—Zip opening. Ship. wt. 10 oz. **\$1.04**
- [F]** Clear Plastic covers to keep your pillows clean. Perfect for allergies.
43 B 3140—With double flap end closing. Size: 20 x 28 inches. Ship. wt. 7 oz. . . . **69¢**
43 B 3144—With zip closing (not illustrated). Size: 20 x 29 inches. Ship. wt. 9 oz. . . . **89¢**



Striped Cotton Ticking

- [G]** Be thrifty! Make your own mattress and pillow ticks (also work aprons, laundry bags, etc.) Strong, sturdy Cotton ticking in Blue and White stripes.
43 B 2312—Good quality. 34 in. wide. Ship. wt. yd. 5 oz. . . . Yard, **37¢**
- 43 B 2332**—Better quality (6½ oz. yd.) 32 in. wide. Ship. wt. yd. 7 oz. . . . Yard, **45¢**
43 B 2334—Our best quality (8 oz. yd.) 32 in. wide. Ship. wt. yd. 9 oz. . . . Yard, **54¢**
- [H]** Sateen ticking.
43 B 2333—Color: Natural ground with gay multicolor stripes. Width 32 in. Ship. wt. yd. 9 oz. . . . Yard, **59¢**



98¢

J

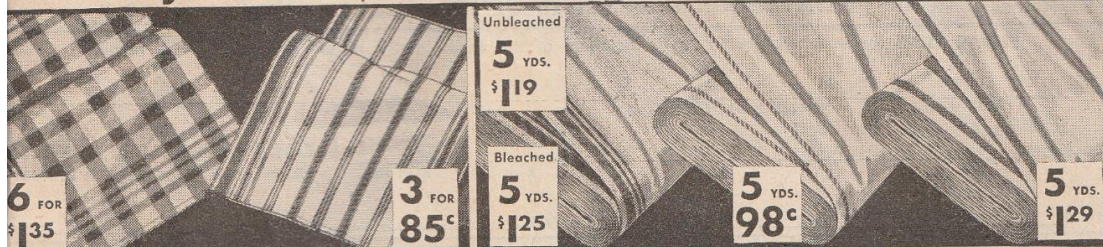
\$4.98

K

FEATHER-FILLED PILLOWS

- [J]** Strong, dependable Cotton ticking filled with crushed chicken feathers. Thoroughly purified. Government standard.
43 B 2275—Blue-and-White stripes. 17 x 25 in. Ship. wt. 2 lbs. 10 oz. . . . **98¢**
- Larger, more buoyant pillow. Cotton Drill ticking filled with selected crushed chicken feathers. Cleaned, purified.
43 B 2276—(Not pictured.) Assorted floral stripes. Size: 20 x 26 in. Ship. wt. 3 lbs. 7 oz. . . . **\$1.49**
- Luxurious comfort in this pillow of finer selected 100% crushed chicken feathers. Embossed 8-oz. Cotton Sateen ticking. Firm corded edges.
43 B 2277—(Not illustrated.) Blue or Rose. Size: 21 x 27 in. Ship. wt. 3 lbs. 14 oz. . . . **\$1.98**
- [K]** Our very finest pillow. Plump, buoyant. Filled with 20% down, 80% duck feathers. Sleek striped Cotton Sateen ticking; corded edges.
43 B 2280—Rose or Blue. 21 x 27 in. Ship. wt. 3 lbs. . . . **\$4.98**

Thrifty Towels, Cloths and Household Needs



CHEERY CANNON DISH TOWELS

Famous Cannon name means durable, absorbent Cotton dish towels. The gay large checks add kitchen cheer. Fast color. **43 B 2116**—Red-'n'-White, or Green-'n'-White checks. Size: 16 x 32 in. State color. Ship. wt. 12 oz. for 6. **6 for \$1.35**

Fine durable grade highly absorbent Cotton dish towels that wear well. Fast color; easy to wash. Bright stripes on white ground brighten your kitchen. **43 B 2117**—Rainbow stripes on White. Size: 17 x 32 in. Ship. wt. 1 lb. 8 oz. for 5. **3 for 85¢**

Towelings of 25% Linen, 75% Cotton. Width 18 in. Thrifty, durable. Ship. wt. 2 lbs. 1 oz. for 5 yds. **43 B 2112**—Unbleached. Red, Blue or Green border stripes. .5 yds. for \$1.19 **43 B 2113**—Bleached with assorted color border stripes. .5 Yds. for \$1.25

Thrifty answer to your kitchen towel question. Good quality Cotton. For roller or dish towels. At this low price you can fill your towel shelves. **43 B 2110**—White with colored border. Width 15 inches. Ship. wt. 15 oz. for 5 yds. **5 Yds. for 98¢**

GAY BORDERS

Superior quality Cotton toweling. Very absorbent for dish or hand towels. White with gaily colored woven border stripes. Splendid value! **43 B 2111**—White with colored border. Width 17 in. Ship. wt. 1 lb. 1 oz. for 5 yds. **5 Yds. for \$1.29**



Cotton Quilt Scraps

For a lovely, gay patchwork quilt. Cotton scraps in pretty prints and solids. All shapes and sizes, and all palm size or larger. They're thrifty, time-saving, and pretty to look at. Come packed in bundles, ready for sewing or patching. **43 B 2310**—Assorted prints and plain. Shipping weight 3 lbs. 2 oz. **Bundle, 75¢**

"Chix" Cheesecloth

"Chix" is indispensable in any home. For dusting, polishing; kitchen, dairy, or for farm use. Scientifically bleached, strongly woven of Cotton. Clean and sanitary. In colorful box. Width 36 inches. **43 B 2319**—Five yards. Ship. wt. 6 oz. **39¢** **43 B 2320**—Ten yards. Ship. wt. 9 oz. **75¢**

"Morgan" Dish Cloths

... at a budget price. Good quality woven Cotton dish cloths with colorful striped borders. Highly absorbent. Natural with assorted colored stripe borders. **43 B 2107**—15 x 15 inches. Ship. wt. 8 oz. for 10. **10 for 59¢** **43 B 2104**—Size: 14 x 18 in. Ship. wt. 8 oz. for 5. **5 for 49¢**

Cotton-Knit Remnants

Household "handies" with numerous uses. Soft bleached Cotton tubular-knit. Fine for diapers, children's underwear, dusting, polishing, etc. About 4 to 7 pcs. approximately 20 in. long. Some slightly imperfect. Packed in bags. Net weight 8 oz. **43 B 2331**—Ship. wt. 9 oz. **Bag, 57¢**

White Huck Towels

Thrifty housewives everywhere choose these fine quality Cotton huck towels. Soft and absorbent for face or hand towels. Woven for long serviceable wear. Carefully hemmed. You'll want several; they come in handy for family or guests. **43 B 2106**—Size: 18 x 33 in. White only. Shipping weight 3 oz. **35¢**



"MUSCOGEE" TOWELS

[L] Brightly Checked
Absorbent, quick-drying; made by a famous-for-quality mill. State color. **43 B 2002**—Towels. Red-and-White; or Green-and-White checks. Size: 20 x 40 inches. Ship. wt. 5 oz. **39¢** **43 B 2054**—Matching Washcloth. Size: 12 x 12 in. Ship. wt. 2 oz. **4 for 36¢**

[M] Pastel Reversibles
Superior quality heavy, duffy towels. All-over jacquard wavelet pattern. Colors: Dusty Rose or Blue. **43 B 2008**—Bath Towel. Size: 22 x 44 in. State color. Ship. wt. 8 oz. **79¢** **43 B 2009**—Hand Towel. Size: 15 x 27 in. (Not shown). Ship. wt. 4 oz. **46¢** **43 B 2055**—Matching Washcloth. 12 x 12 in. State color. Ship. wt. 1 oz. **16¢**

[N] Lovely Colored Borders
Firmly woven turkish towels made by a famous mill. Gay colored borders. **43 B 2003**—White ground with Rose or Blue borders. State color. Size: 20 x 40 inches. Ship. wt. 5 oz. **35¢**

"CANNON TOWELS"

[P] Smart Solid Colors
Firmly woven, medium weight terry towels. Reversible. Colors: Rose, Blue, Gold or Green State color. **43 B 2005**—Towel: 20 x 40 in. State color. Ship. wt. 6 oz. **46¢** **43 B 2052**—Matching Washcloth. 12 x 12 in. Ship. wt. 2 oz. **4 for 39¢**

[R] White with Colored Borders
Popular weight. Absorbent; dry quickly. Colors: White with Rose, Blue, Gold or Green borders. **43 B 2006**—Bath Towel: 22 x 44 in. State color. Ship. wt. 8 oz. **59¢** **43 B 2010**—Hand Towel: 17 x 26 in. (Not shown). State color. Wt. 5 oz. **39¢** **43 B 2053**—Matching Washcloth. 12 x 12 in. Wt. 2 oz. for 4. **4 for 52¢**

[S] Reversible Plaids
Heavy, quick-drying Cannon terry towels. **43 B 2001**—Towel: 20 x 40 in. Colors: White with Rose, Blue, Green or Gold plaids. State color. Ship. wt. 7 oz. **53¢** **43 B 2051**—Matching Washcloth. 12 x 12 in. State color. Ship. wt. 2 oz. for 4. **4 for 52¢**

NATIONAL BELLAS HESS

KANSAS CITY 9, MO.

"SATISFACTION GUARANTEED OR YOUR MONEY BACK"

PLEASE PRINT (or write) PLAINLY . . . All members of the same family should order under ONE name.

NAME _____ (FIRST NAME) (MIDDLE NAME OR INITIAL) (LAST NAME)
 NUMBER AND STREET _____ ROUTE _____ BOX NO. _____ **<FILL IN COMPLETE ADDRESS**
 whether or not it is needed FOR DELIVERY

POST OFFICE _____ STATE _____ DATE _____

GIVE HERE FIRST NAMES OF YOUR FAMILY LIVING WITH YOU 1 _____ 2 _____ 3 _____	IF YOU HAVE MOVED SINCE YOUR LAST ORDER PLEASE GIVE YOUR OLD ADDRESS HERE		Please do not write in this space
	OLD STREET ADDRESS _____	ROUTE _____ BOX _____	
	POST OFFICE _____		
	STATE _____		

WE PAY POSTAGE ON ALL CASH ORDERS OF \$5 OR MORE. ORDERS UNDER \$2 NOT ACCEPTED.

ARTICLE NUMBER In Catalog	BE SURE TO GIVE		HOW MANY	ARTICLE WANTED	PAGE NO.	PRICE Each, yd., Pair, etc.	Put Total Price Here and Add This Column		SHIPPING WEIGHT	
	COLOR	SIZE					Dollars	Cents	Lbs.	Ozs.

GIVE SECOND CHOICE OF ARTICLE AND COLOR WHENEVER POSSIBLE AND MARK THEM "SECOND CHOICE"

_____	COLOR _____	SIZE _____								
_____	COLOR _____	SIZE _____								
• _____	COLOR _____	SIZE _____								
_____	COLOR _____	SIZE _____								
_____	COLOR _____	SIZE _____								
• _____	COLOR _____	SIZE _____								
_____	COLOR _____	SIZE _____								
_____	COLOR _____	SIZE _____								
• _____	COLOR _____	SIZE _____								

USE THESE SPACES FOR MEN'S AND BOYS' CLOTHING

ARTICLE NUMBER In Catalog	COLOR	Chest Size	Waist	Inseam	Height	Age	HOW MANY	ARTICLE			
_____	COLOR _____	SIZE _____									

IF YOU WISH THIS ORDER
SENT C.O.D., SIGN HERE

Please send this order C.O.D.

SIGN HERE _____

(This order is subject to acceptance
at plant where filled)

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If your cash order is
for LESS THAN \$5,
be sure to INCLUDE
POSTAGE in
your remittance.
YOU CAN SAVE
THIS AMOUNT BY
INCREASING YOUR
CASH ORDER TO
\$5.00 OR MORE
and we will
PAY POSTAGE.

AMOUNT FOR GOODS

MISSOURI CUSTOMERS
Add 2% Sales Tax

AMOUNT FOR POSTAGE
WE REFUND ANY NOT USED

Balance Due "National" (if any)
from Previous Orders

TOTAL AMOUNT ENCLOSED
ORDERS UNDER \$2 NOT ACCEPTED

Total All
Weights

Lbs. Ozs.

Postage
Lbs.

For postage
see postage
chart on
Page 198

TEAR OUT OR CUT ALONG THIS LINE

PLEASE PRINT (or write) PLAINLY . . . All members of the same family should order under ONE name.

T ICE		STATE _____		DATE _____	
GIVE HERE FIRST NAMES OF YOUR FAMILY LIVING WITH YOU		IF YOU HAVE MOVED SINCE YOUR LAST ORDER PLEASE GIVE YOUR OLD ADDRESS HERE			
		_____		_____	_____
		OLD STREET ADDRESS		ROUTE	BOX
		POST OFFICE _____		_____	
STATE _____		Please do not write in this space.			

ARTICLE NUMBER In Catalog	BE SURE TO GIVE		HOW MANY	ARTICLE WANTED	PAGE NO.	PRICE Each, Yd., Pair, etc.	Put Total Price Here and Add This Column		SHIPPING WEIGHT	
	COLOR	SIZE					Dollars	Cents	Lbs.	Ozs.

[illegible][illegible]

For postage
see postage
chart on
Page 198

FAMILY CLOTHING A PROBLEM?

Bellas Hess Friendly Credit

Is Your Answer

SMALL DOWN PAYMENT SIX MONTHS TO PAY

**HAVE ALL THE THINGS YOU NEED RIGHT NOW
ON CONVENIENT MONTHLY PAYMENT TERMS**

TABLE OF TERMS

IF CASH PRICE OF ORDER AMOUNTS TO	Down Payment with Order	Monthly Payment
\$15.00 to \$20.00	\$2.00	\$3.00
20.01 to 25.00	3.00	3.50
25.01 to 30.00	3.50	4.00
30.01 to 35.00	4.00	5.00
35.01 to 40.00	4.50	6.00

For information about monthly payments on Radio-Phono 95 B 480 and Silverware Set 90 B 302, write to Credit Division, National Bellas Hess, Inc., Kansas City 9, Missouri.

10% of the Cash Price of the merchandise, less down payment, is charged for credit. Postage actually used in mailing your order and taxes, if any, are to be paid by you.

If you are over 21 years of age and have a regular year-round job, you may open a National Bellas Hess Monthly Payment Credit Account. You will find it a convenient, thrifty way to buy all the things you need right now.

Here's what to do:

LIST the items you want on the Order Blank (other side of this page). Your order must add up to \$15 or more.

ANSWER ALL the questions on the Application for Credit Account below. SIGN your name.

FIND your Down Payment on Table of Terms at left.

MAIL us your order, application and down payment together.

IMPORTANT! We cannot open your account unless your Order and Down Payment are sent in **with** application. Down Payment cannot be paid for C.O.D.

APPLICATION FOR CREDIT ACCOUNT

(Tell about husband or head of household—Single persons of age tell about themselves—No account opened for persons under 21.)

The following information is given for the purpose of establishing a Credit Account with National Bellas Hess, Inc.:

How long at present address? _____ if less than three years, _____ where previously? _____ How long? _____

Age _____ Married? _____ Nationality _____ Now _____ Town _____ State _____ How long with present employer? _____

Name of employer _____ (We do not refer to employer) _____ Street _____ Town _____ State _____

What kind of work do you do? _____ How much do you earn a week? \$ _____ Own, rent or board? _____

Give name of landlord? _____ Street _____ Town _____ State _____

Please give here the names of two references with whom you have had Credit Dealings—Business Houses preferred.

{	Name _____	Street _____	Town _____	State _____
	Name _____	Street _____	Town _____	State _____

I understand that I am to have the privilege of examination of all merchandise shipped to me. If retained longer than two days allowed for examination, I agree to pay according to your Credit Terms printed above. If I am not satisfied in every detail, I will return my purchase within 48 hours after its arrival.

SIGNED _____

MAY WE SEND OUR CATALOG TO TWO OF YOUR FRIENDS OR RELATIVES?

Name	Local Address	Town	State	What Relations?

How to Measure for Perfect-Fitting Clothes

- ALWAYS USE A TAPE MEASURE
- DO NOT MAKE ANY EXTRA ALLOWANCES
- PLEASE GIVE ACTUAL MEASUREMENTS

● WE WILL SEND CORRECT SIZE.
Do not pull tape measure too tightly. Have someone take your measurements for you, if possible.

WOMEN, MISSES and GIRLS (7 years and over)

Take all measurements as indicated in sketches below. Check your measurements with the size scales mentioned in the description of each garment. Then order the **SIZE** which comes nearest to all your proportions. For coats, jackets, sweaters, *measure over dress*. For dresses, blouses, skirts, slacks and slack suits, *measure over slip*.



BUST or CHEST
Measure over fullest part of bust, with tape close up under arms.



WAIST
Take measure at natural waistline.



HIPS
Draw the tape snugly . . . make sure that it passes over fullest part of your hips in back.



LENGTH
Lengths specified in size scales for dresses and coats are from base of neck to bottom of hem in back.

CORSETS Take measurements without clothes. Send us your actual measurements. Make no allowances.
Bust Measurement. Taken over fullest part of bust. Do not let tape slip down in back or under the arms.
Waist Measurement. Taken around the smallest part of waist.
Hip Measurement. Taken around the fullest part of hips. Do not let tape slip down in back.
For full length corsets, give bust and hip measurements.
For waistline corsets and girdles, give waist and hip measurements.



MILLINERY
Use a tape measure. Measure straight around your head just above the ears. The number of inches around your head is the head size for you to order. Be sure the hat you order is listed in your size, as hats can be furnished only in the sizes given in each description.



GLOVES
For men's, women's and children's gloves measure around knuckles of right hand—do not include thumb. The number of inches is the correct size glove for you to order.

FOR LITTLE GIRLS and BOYS

ORDER BY CHILD'S SIZE, NOT by age, since children of the same age vary greatly in size. Measure child each time you order, to insure getting a correct fit.



CHEST

LENGTH

CHILDREN'S SIZE SCALE

Size 2 | 3 | 4 | 5 | 6 | 6x
Fits Chest . . . 20½ | 22 | 23 | 23½ | 24½ | 25 in.

HOW TO ORDER CORRECT SIZE SHOES



IF YOU DO NOT KNOW YOUR SHOE SIZE . . .

send us all the numbers, marks and dashes as they appear on the inside of an old shoe that fits comfortably. If the figures are not easy to read, use this simple method of measuring: With shoe removed, but with stocking on, stand with full weight on left foot on a sheet of plain paper placed on a smooth flat hard surface and trace an accurate outline of your left foot on the paper. Send this tracing with your order.

EXPLANATION OF OUR SHOEWIDTHS
A: Narrow D: Wide
B: Medium Narrow E: Very Wide
C: Medium Wide EEE: Extra Wide

CHILDREN'S FEET GROW RAPIDLY

. . . so measure carefully each time you order. Stand child in stocking feet on sheet of plain paper on smooth hard surface. Trace outline of left foot and send the tracing with the order. Also give numbers stamped on lining of old shoe.

FOR BOYS, YOUNG MEN and MEN

The catalog description of each item states the sizes in which the garment can be supplied. FOR OUTER GARMENTS (jackets, overalls, etc.): Always take measurements over vest and trousers. Be sure to state all the measurements requested in each catalog description.



HOW TO MEASURE WAIST AND INSEAM

It is better to have someone else measure you.

WAIST

Remove belt. Measure around waist over trousers, as snugly as you wish.

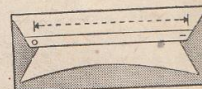
INSEAM

Measure from close up in crotch, down leg to desired length. State which is waist measure and which is inseam measure.

TO MEASURE CHEST



Pass tape around body over shoulder blades in back; over fullest part in front. Do not take measurements too tightly; do not let tape slip down in back. Order the size that is nearest your actual chest measure. It is better to have someone else measure you.



MEN'S and BOYS' SHIRTS
Order by Neck-Size

NECK: Take a shirt that fits well and measure it from center of collar-button to far end of collar buttonhole. The number of inches is your neck-size.

SIZE SCALE

FOR BOYS' CLOTHING . . . 3 TO 18

Size 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10
Chest . . . 22 | 23 | 24 | 24½ | 25½ | 26 | 27 | 27½ in.
Waist . . . 23 | 23½ | 24 | 24½ | 25 | 25½ | 26 | 26½ in.
Inseam . . 14½ | 16 | 17½ | 19 | 20½ | 22 | 23 | 24 in.

Size 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18
Chest . . . 28½ | 29 | 30 | 30½ | 31½ | 32 | 33 | 34 in.
Waist . . . 26½ | 27 | 27½ | 28 | 28½ | 29 | 30 | 30½ in.
Inseam . . 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 in.

HOW TO MEASURE FOR CORRECTLY FITTING HOSIERY

Order stocking size that corresponds to your shoe size. If you are not sure of your hosiery size, measure the length of your bare foot from tip of the toe to the back of the heel. The number of inches is the size hose you wear. For example: If foot measures 9 inches order hosiery size 9.

Use this same method of measuring when ordering hosiery for infants. If exact measurement is not listed order the next size larger. Remember, infants' feet grow rapidly.

Hosiery Size Scale for Infants

If foot measures 3½ | 4 | 4½ | 5 | 5½ | 6 in.
Order hosiery size 4 | 4½ | 5 | 5½ | 6 | 6½

Hosiery Size Scale for Children, Girls and Boys

Shoe Size 6-7 | 7½-9 | 9½-10 | 10½-11 | 11½-12 | 12-13 | 13-14 | 14-15 | 15-16 | 16-17 | 17-18 | 18-19 | 19-20 | 20-21 | 21-22 | 22-23 | 23-24 | 24-25 | 25-26 | 26-27 | 27-28 | 28-29 | 29-30 | 30-31 | 31-32 | 32-33 | 33-34 | 34-35 | 35-36 | 36-37 | 37-38 | 38-39 | 39-40 | 40-41 | 41-42 | 42-43 | 43-44 | 44-45 | 45-46 | 46-47 | 47-48 | 48-49 | 49-50 | 50-51 | 51-52 | 52-53 | 53-54 | 54-55 | 55-56 | 56-57 | 57-58 | 58-59 | 59-60 | 60-61 | 61-62 | 62-63 | 63-64 | 64-65 | 65-66 | 66-67 | 67-68 | 68-69 | 69-70 | 70-71 | 71-72 | 72-73 | 73-74 | 74-75 | 75-76 | 76-77 | 77-78 | 78-79 | 79-80 | 80-81 | 81-82 | 82-83 | 83-84 | 84-85 | 85-86 | 86-87 | 87-88 | 88-89 | 89-90 | 90-91 | 91-92 | 92-93 | 93-94 | 94-95 | 95-96 | 96-97 | 97-98 | 98-99 | 99-100 | 100-101 | 101-102 | 102-103 | 103-104 | 104-105 | 105-106 | 106-107 | 107-108 | 108-109 | 109-110 | 110-111 | 111-112 | 112-113 | 113-114 | 114-115 | 115-116 | 116-117 | 117-118 | 118-119 | 119-120 | 120-121 | 121-122 | 122-123 | 123-124 | 124-125 | 125-126 | 126-127 | 127-128 | 128-129 | 129-130 | 130-131 | 131-132 | 132-133 | 133-134 | 134-135 | 135-136 | 136-137 | 137-138 | 138-139 | 139-140 | 140-141 | 141-142 | 142-143 | 143-144 | 144-145 | 145-146 | 146-147 | 147-148 | 148-149 | 149-150 | 150-151 | 151-152 | 152-153 | 153-154 | 154-155 | 155-156 | 156-157 | 157-158 | 158-159 | 159-160 | 160-161 | 161-162 | 162-163 | 163-164 | 164-165 | 165-166 | 166-167 | 167-168 | 168-169 | 169-170 | 170-171 | 171-172 | 172-173 | 173-174 | 174-175 | 175-176 | 176-177 | 177-178 | 178-179 | 179-180 | 180-181 | 181-182 | 182-183 | 183-184 | 184-185 | 185-186 | 186-187 | 187-188 | 188-189 | 189-190 | 190-191 | 191-192 | 192-193 | 193-194 | 194-195 | 195-196 | 196-197 | 197-198 | 198-199 | 199-200 | 200-201 | 201-202 | 202-203 | 203-204 | 204-205 | 205-206 | 206-207 | 207-208 | 208-209 | 209-210 | 210-211 | 211-212 | 212-213 | 213-214 | 214-215 | 215-216 | 216-217 | 217-218 | 218-219 | 219-220 | 220-221 | 221-222 | 222-223 | 223-224 | 224-225 | 225-226 | 226-227 | 227-228 | 228-229 | 229-230 | 230-231 | 231-232 | 232-233 | 233-234 | 234-235 | 235-236 | 236-237 | 237-238 | 238-239 | 239-240 | 240-241 | 241-242 | 242-243 | 243-244 | 244-245 | 245-246 | 246-247 | 247-248 | 248-249 | 249-250 | 250-251 | 251-252 | 252-253 | 253-254 | 254-255 | 255-256 | 256-257 | 257-258 | 258-259 | 259-260 | 260-261 | 261-262 | 262-263 | 263-264 | 264-265 | 265-266 | 266-267 | 267-268 | 268-269 | 269-270 | 270-271 | 271-272 | 272-273 | 273-274 | 274-275 | 275-276 | 276-277 | 277-278 | 278-279 | 279-280 | 280-281 | 281-282 | 282-283 | 283-284 | 284-285 | 285-286 | 286-287 | 287-288 | 288-289 | 289-290 | 290-291 | 291-292 | 292-293 | 293-294 | 294-295 | 295-296 | 296-297 | 297-298 | 298-299 | 299-300 | 300-301 | 301-302 | 302-303 | 303-304 | 304-305 | 305-306 | 306-307 | 307-308 | 308-309 | 309-310 | 310-311 | 311-312 | 312-313 | 313-314 | 314-315 | 315-316 | 316-317 | 317-318 | 318-319 | 319-320 | 320-321 | 321-322 | 322-323 | 323-324 | 324-325 | 325-326 | 326-327 | 327-328 | 328-329 | 329-330 | 330-331 | 331-332 | 332-333 | 333-334 | 334-335 | 335-336 | 336-337 | 337-338 | 338-339 | 339-340 | 340-341 | 341-342 | 342-343 | 343-344 | 344-345 | 345-346 | 346-347 | 347-348 | 348-349 | 349-350 | 350-351 | 351-352 | 352-353 | 353-354 | 354-355 | 355-356 | 356-357 | 357-358 | 358-359 | 359-360 | 360-361 | 361-362 | 362-363 | 363-364 | 364-365 | 365-366 | 366-367 | 367-368 | 368-369 | 369-370 | 370-371 | 371-372 | 372-373 | 373-374 | 374-375 | 375-376 | 376-377 | 377-378 | 378-379 | 379-380 | 380-381 | 381-382 | 382-383 | 383-384 | 384-385 | 385-386 | 386-387 | 387-388 | 388-389 | 389-390 | 390-391 | 391-392 | 392-393 | 393-394 | 394-395 | 395-396 | 396-397 | 397-398 | 398-399 | 399-400 | 400-401 | 401-402 | 402-403 | 403-404 | 404-405 | 405-406 | 406-407 | 407-408 | 408-409 | 409-410 | 410-411 | 411-412 | 412-413 | 413-414 | 414-415 | 415-416 | 416-417 | 417-418 | 418-419 | 419-420 | 420-421 | 421-422 | 422-423 | 423-424 | 424-425 | 425-426 | 426-427 | 427-428 | 428-429 | 429-430 | 430-431 | 431-432 | 432-433 | 433-434 | 434-435 | 435-436 | 436-437 | 437-438 | 438-439 | 439-440 | 440-441 | 441-442 | 442-443 | 443-444 | 444-445 | 445-446 | 446-447 | 447-448 | 448-449 | 449-450 | 450-451 | 451-452 | 452-453 | 453-454 | 454-455 | 455-456 | 456-457 | 457-458 | 458-459 | 459-460 | 460-461 | 461-462 | 462-463 | 463-464 | 464-465 | 465-466 | 466-467 | 467-468 | 468-469 | 469-470 | 470-471 | 471-472 | 472-473 | 473-474 | 474-475 | 475-476 | 476-477 | 477-478 | 478-479 | 479-480 | 480-481 | 481-482 | 482-483 | 483-484 | 484-485 | 485-486 | 486-487 | 487-488 | 488-489 | 489-490 | 490-491 | 491-492 | 492-493 | 493-494 | 494-495 | 495-496 | 496-497 | 497-498 | 498-499 | 499-500 | 500-501 | 501-502 | 502-503 | 503-504 | 504-505 | 505-506 | 506-507 | 507-508 | 508-509 | 509-510 | 510-511 | 511-512 | 512-513 | 513-514 | 514-515 | 515-516 | 516-517 | 517-518 | 518-519 | 519-520 | 520-521 | 521-522 | 522-523 | 523-524 | 524-525 | 525-526 | 526-527 | 527-528 | 528-529 | 529-530 | 530-531 | 531-532 | 532-533 | 533-534 | 534-535 | 535-536 | 536-537 | 537-538 | 538-539 | 539-540 | 540-541 | 541-542 | 542-543 | 543-544 | 544-545 | 545-546 | 546-547 | 547-548 | 548-549 | 549-550 | 550-551 | 551-552 | 552-553 | 553-554 | 554-555 | 555-556 | 556-557 | 557-558 | 558-559 | 559-560 | 560-561 | 561-562 | 562-563 | 563-564 | 564-565 | 565-566 | 566-567 | 567-568 | 568-569 | 569-570 | 570-571 | 571-572 | 572-573 | 573-574 | 574-575 | 575-576 | 576-577 | 577-578 | 578-579 | 579-580 | 580-581 | 581-582 | 582-583 | 583-584 | 584-585 | 585-586 | 586-587 | 587-588 | 588-589 | 589-590 | 590-591 | 591-592 | 592-593 | 593-594 | 594-595 | 595-596 | 596-597 | 597-598 | 598-599 | 599-600 | 600-601 | 601-602 | 602-603 | 603-604 | 604-605 | 605-606 | 606-607 | 607-608 | 608-609 | 609-610 | 610-611 | 611-612 | 612-613 | 613-614 | 614-615 | 615-616 | 616-617 | 617-618 | 618-619 | 619-620 | 620-621 | 621-622 | 622-623 | 623-624 | 624-625 | 625-626 | 626-627 | 627-628 | 628-629 | 629-630 | 630-631 | 631-632 | 632-633 | 633-634 | 634-635 | 635-636 | 636-637 | 637-638 | 638-639 | 639-640 | 640-641 | 641-642 | 642-643 | 643-644 | 644-645 | 645-646 | 646-647 | 647-648 | 648-649 | 649-650 | 650-651 | 651-652 | 652-653 | 653-654 | 654-655 | 655-656 | 656-657 | 657-658 | 658-659 | 659-660 | 660-661 | 661-662 | 662-663 | 663-664 | 664-665 | 665-666 | 666-667 | 667-668 | 668-669 | 669-670 | 670-671 | 671-672 | 672-673 | 673-674 | 674-675 | 675-676 | 676-677 | 677-678 | 678-679 | 679-680 | 680-681 | 681-682 | 682-683 | 683-684 | 684-685 | 685-686 | 686-687 | 687-688 | 688-689 | 689-690 | 690-691 | 691-692 | 692-693 | 693-694 | 694-695 | 695-696 | 696-697 | 697-698 | 698-699 | 699-700 | 700-701 | 701-702 | 702-703 | 703-704 | 704-705 | 705-706 | 706-707 | 707-708 | 708-709 | 709-710 | 710-711 | 711-712 | 712-713 | 713-714 | 714-715 | 715-716 | 716-717 | 717-718 | 718-719 | 719-720 | 720-721 | 721-722 | 722-723 | 723-724 | 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5 or 6 oz.	4½c
7 or 8 oz.	6c
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4 lbs.	22c
5 lbs.	25c
6 lbs.	29c
7 lbs.	32c
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Sizes
4 to 10

BOYS' 2-PC. SETS IN STURDY CORDUROY

← Our Finest Quality with
Snappy Rodeo Design

\$8.98

Will delight all boys! Handsome outfit for all-round wear, tailored of strong napped-back thickset Corduroy. The two-tone jacket front is in a swell cowboy rodeo pattern. Warm Cotton Flannel lines the jacket. Matching drap-pleated slacks have cuff bottoms, side pockets, fly front. All seams reinforced for long, sturdy wear.

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→ Low-Priced Favorite
with Bib-Top Longies

\$3.98

Ideal for active boys. This durable napped-back pinwale Corduroy suit is a fine bargain. The jacket has all-round adjustable belt and two large handy pockets. Matching bib-top overall longies with adjustable shoulder straps and pocket. Reinforced seams for longer wear.

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Set

Sizes
3 to 8



\$4.98
Set



\$4.98
Set

Sizes
2 to 6



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Set

Sizes
3 to 8

Wool-and-Corduroy with Lined Zip-Coat

Warm, durable. Zip-front jacket with 100% heavy All Wool (20% new, 80% reused). Plaid front and back. Thickset Corduroy raglan sleeves. Cotton flannel lined. Corduroy bib-top longies. Barrikkaded seams. **18 B 1400**—Brown or Blue combinations. Sizes: 3, 4, 5, 6, 7, 8. State color, size. Ship. wt. 2 lbs. 12 oz. \$7.98

Half Wool Two-Toner

Our best-selling 2-piece leisure style in a sturdy 50% Wool fabric (22% reprocessed, 28% reused), 31% Cotton, 19% Rayon. Jacket has checked front, 2-way collar, pockets. Longies have suspender straps; pockets. Reinforced seams. **18 B 1402**—Blue combination only. Sizes: 3, 4, 5, 6, 7, 8. Ship. wt. 2 lbs. \$4.98

Corduroy with Wool

Smart jacket with checked front of 12% virgin Wool, 38% reused Wool, 50% Rayon. Collar, sleeves and back of rugged pinwale Corduroy. Corduroy bib-top longies; suspender straps; pockets. Reinforced seams. **18 B 1403**—Blue or Brown combinations. Sizes: 2, 3, 4, 5, 6. State color and size. Ship. wt. 1 lb. 12 oz. \$4.98

Cotton Gabardine

Long-wearing two-tone outfit of fine, heavy Cotton Gabardine—mercerized and Sanforized. Convertible collar; patch pockets. Bib-top longies with suspender straps, one pocket. **18 B 1401**—Teal Blue-and-Brown combination. All Sizes: 2 to 6. State size. Shipping weight 1 lb. 12 oz. \$3.98

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Excellent value! Rugged 3-piece outfit. Bright plaid Cotton Flannel shirt. Button-on slacks of 30% Wool, 5% Rayon, 65% Cotton. Reinforced seams. Belt. **18 B 1404**—Brown or Blue combinations. Sizes: 3, 4, 5, 6, 7, 8. State color, size. Ship. wt. 1 lb. 6 oz. \$3.59

NATIONAL BELLAS HESS 199



MEN'S SPORTSWEAR

- [A] Handsome, expertly tailored jacket. Checks in 25% new Wool, 75% Rayon, are combined with the solid color front of durable All Spun Rayon Fleece. 18 B 1933—Tan with Brown checks; or Brown with Navy Blue checks. Sizes: Small (34-36 chest); Medium (38-40); or Large (42-44). State color and size when ordering. Ship. wt. 2 lbs. \$4.98.
- [B] Pinwaile Corduroy slacks for sporty good looks and long wear. Drape-pleated; five pockets; cuff bottoms. Zip fly closing. 18 B 1048—Dark Brown or Navy Blue. Sizes: 28 to 38 waist; 28 to 34 inseam. Ship. wt. 2 lbs. \$4.98.
- [C] Regular \$5.00 value! Swanky 100% Spun Rayon shirt with two flap pockets and convertible collar. Button cuffs; Shirred yoke back; matching buttons. 33 B 397—Blue, Tan or Green. Sizes: Small (14-14½ in. neck); Medium (15-15½); Medium Large (16-16½); or Large (17 to 17½). Ship. wt. 1 lb. 2 oz. \$3.98.
- [D] Drape-pleated peg-top slacks with high French-style waist. In fine Spun Rayon and-Cotton. Wide knees; narrow cuff bottoms. Zip fly. 18 B 1050—Navy Blue or Brown stripes. Sizes: 28 to 34 waist; 28 to 34 inseam. State color, size. Ship. wt. 1 lb. 8 oz. \$3.98.
- [E] Movieland's leading sport shirt. California-made of lustrous Gold color 100% Spun Rayon with contrasting checks. Pleated yoke back; 2-way collar; 2 concealed buttoned pockets. 33 B 426—Gold with Blue or Brown checks. Sizes: Small (14-14½ in. neck); Medium (15-15½); or Large (16-16½-17). State color, size. Ship. wt. 1 lb. 2 oz. \$4.98.
- [F] "Jive" dressers' favorite! High-waisted drape-pleated peg-top slacks of 50% Wool (25% reprocessed, 25% reused), 50% Rayon. Wide knees, narrowing to 16-in. cuff bottoms. Zip fly. 18 B 1049—Blue or Brown. 28 to 34-in. waist; 28 to 34 inseam. Ship. wt. 1 lb. 10 oz. \$4.98.
- [G] Worth \$6.00! California-made 2-tone sport shirt in our finest Spun Rayon. Checked Western style rounded pockets; 2-way collar. Action pleat yoke back. 33 B 427—Blue or Brown combinations. Sizes: Small (14-14½ in. neck); Medium (15-15½); or Large (16-16½-17). State color, size. Ship. wt. 1 lb. 2 oz. \$4.98.
- [H] Our finest drape-pleated slacks, tailored of 100% virgin Wool Tweed. Lined crotch. Belt loops (no belt); zip fly. 18 B 1010—Brown or Blue-Gray Tweed. 28 to 38 waist; 28 to 34 inseam. Ship. wt. 1 lb. 10 oz. \$6.98.

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